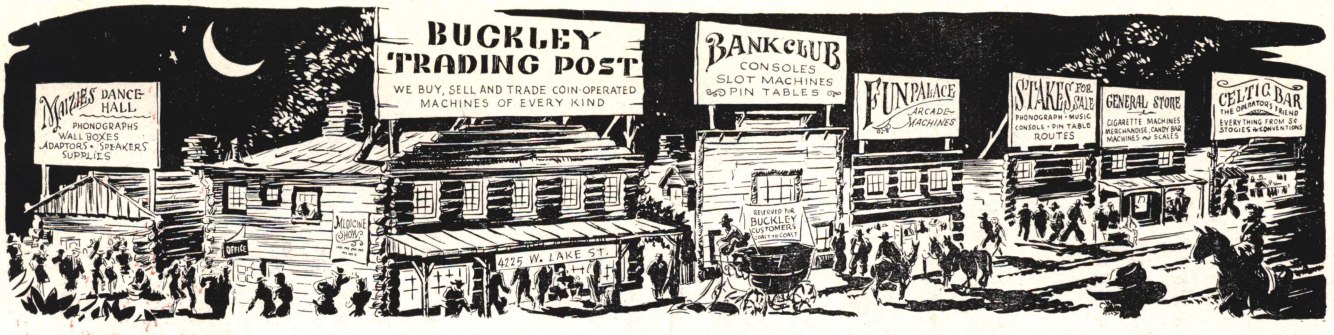
COMBINED
ANNUAL
SPRING
SPECIAL
and
ARCADE
NUMBER

THE COIN MACHINE REVIEW

April, 1944



ALWAYS consult the TRADING POST *when you want to BUY or when you want to SELL*

SPECIALS—FOR SALE

No Arcade Complete Without These Two Money Makers

SHOOT YOUR WAY TO TOKIO—PRICE.....$330.00
SELECTORSCOPE FORTUNE TELLER.....$375.00

Wanted To Buy — Cash Waiting

PHONOGRAPHS

Seeburg Classics
Seeburg Envoy
Seeburg Regal
Wurlitzer 500
Wurlitzer 600
Wurlitzer 24
Rockola Monarchs
Rockola Standards
Rockola DeLuxes

SLOT MACHINES

Mills
Jennings
Watlings
Mills Vest Pocket Bells

CONSOLES

Keeney Super Bells
Keeney '38 Track Time
Keeney '38 Skill Time
Mills Three Bells
Mills Four Bells
Pace Reels—Combination

ARCADE MACHINES

Send Your List

MUSIC SPECIALS

Wurlitzer Counter Model Phonograph with Stand, Model 61	$ 99.50
Wurlitzer Counter Model Phonograph	149.50
Buckley Boxes, New	45.00
Buckley Boxes, Used	$ 27.50
Packard Boxes, New	40.00
Packard Boxes, Used	27.50
Keeney Boxes—24 Record	5.50

CONSOLES—FOR SALE

Jumbo Parade, F.P.	$ 87.50
Jumbo Parade, Combination	160.00
Jumbo Parade, P.O.	115.00
Keeney Kentucky Club	90.00
Jennings Fast Time, F.P.	80.00
Jennings Bob Tail	$108.00
Paces Saratoga—Comb.	165.00
Bally Hi-Hand	145.00
Stanco Bell—Single	125.00
Bally Roll-Em	175.00

ONE BALL PIN GAMES

Mills Owl	$ 75.00	Challenger	$195.00	Thistledown	$ 75.00
Bally Hawthorne	89.50	Victorious Turf Champ	184.50	Keeney Skylark	165.00
Bally Blue Grass	175.00	Bally Sport Special	165.00	Keeney Contest	135.00
Mills 1-2-3 F. P.	82.50	Bally Victory	95.00		

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND.....$55.00 | REBUILT DE LUXE.....$100.00

SLOT MACHINES

Mills — Jennings — Watling — Caille. Tell us your requirements.

SUPPLIES

Perforated Program Strips. Per M. Sheets	$3.50
Buckley Long Life Needle	$0.35
Buckley 275A Bulbs	.12

SPECIALS

Mills Double Machine Safes	$ 65.00	Chicago Coin Hockey	$235.00	Rockola World Series	$97.50
Mills Single Machine Safes	52.50	Shoot the Jap Gun	162.50	Western DeLux Baseball	120.00
Melink Double Machine Safes	60.00	Evans Play Ball	165.00	Gottlieb 3-Way Gripper	22.50
		Ray-o-Lite Gun	90.00	Electric Shock Machine	10.00

Counter Imps—Tots, per doz...$49.50 | Kicker and Catcher, each.....$19.50 | Pikes Peak, each....$22.50

All Prices Subject to Prior Sale. Terms—Cash With Order.

BUCKLEY TRADING POST

4233 W. LAKE ST. CHICAGO, ILLS. Ph: Van Buren 6636

The 129th Consecutive Monthly Issue of the

Coin Machine Review

APRIL, 1944

The COIN MACHINE REVIEW for April, 1944. Vol. II. No. 9. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. Fitzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE (1); C. J. Anderson, 35 East Wacker Drive, CENtral 1112. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 per year or $2.00 for 3 years. 25c per copy.

BIG ARCADE SEASON AHEAD

1944 Season Looks Best Ever For 1500 Penny Amusement Palaces

By Aaron Bicknell

CHICAGO—According to Industry factors the biggest year in Arcade history is just ahead with an estimated 1500 to 1800 Arcades to be in operation throughout the country during the summer season.

Spring sees the unshuttering of hundreds of Arcades in Amusement Parks and great numbers of Arcades under canvas with travelling Carnivals taking to the road to take the fascination of the Penny Arcade to the hinterland.

Big-wigs in the business attribute the rapid growth of Arcade popularity to the wide variety of entertainment available at low cost while other forms of amusement such as movies, legitimate stage, dances, and the like are increasing their admission charges. Then, too, people are tiring of war and propaganda films and entertainment and reverting to the simpler and easier forms of amusement. The Arcade is the answer.

What about equipment for 1944? A check in the key cities reveals that there is equipment available, used and reconditioned, to satisfy the normal expansion in the field. There are considerable quantities of Arcade pieces in the various jobbing establishments and three or four firms are now offering new and reconditioned pieces designed for Arcade use. Trading amongst Arcades is becoming a popular practice and will help keep interest up for Mr. Average Patron.

This issue of THE REVIEW reveals some interesting data on the Arcade picture and equipment available as the Spring season approaches.

Arcades in "Life"

CHICAGO—A 15-picture layout in the March 6th issue of *Life* gives the Penny Arcade a prominent spot in the Amusement Firmament and states that there are 1500 Penny Arcades in cities and towns all over the United States "enjoying a pleasant boom."

The Wonderland Arcade in Kansas City was selected as typical and the pictures were all made there. A number of Exhibit Supply Co. devices were illustrated, a general shot of the interior of Wonderland, an exterior showing the carnivalesque decorations, a battery of marble tables, the shooting gallery and the Photomatic machine.

Said *Life's* report: "Soldiers and sailors make up 60 per cent of the crowd at Wonderland. Main attraction of the Arcade is that they can kill two or three hours for less than the price of a movie, and if they don't like one divertissement, they can try another for a penny.

"Wonderland stays fastidiously away from striptease sequences and girlie postcards found in other arcades. It continues on its highly successful way, however, by offering a wide range of attractions from punching bags to Kiss-O-Meter. Several of the machines are Arcade antiques of early Coney Island vintage. None is new, for there will be no more Penny Arcade novelties manufactured until the war is over."

Sugar for Candy Cut

WASHINGTON—The Office of Price Administration announced a 10 per cent cut in sugar allotments to such industrial users as candy and soft drink manufacturers and others making nonessential products on March 13th. The reduction is effective April 1st for the April-June quarter and was made because supplies of sugar are expected to be about 6 per cent lower in 1944 than last year.

Terhune Joins Jennings

CHICAGO—E. A. Terhune has been named vice-president and assistant to O. D. Jennings, president of O. D. Jennings and Co.

Terhune was formerly division sales manager of Servel, Inc., handling sales of electric refrigeration and air-conditioning.

Although new to the Coin Machine Industry, Terhune believes in its future, and stated that "the spirit of this man Jennings is contagious; it accounts for a good share of the firm's success during the past 38 years and it is the big key to tomorrow's plans."

Mills Huge Press

CHICAGO—Mills Industries, Inc., has installed the largest hydraulic punch press in the city of Chicago to shape dispensable fuel tanks for military aircraft.

The press, made by the Baldwin Locomotive Co., weighs 280.000 pounds, stands 30 feet above the floor level, and can exert a pressure of 750 tons. It is anchored to caissons 15 feet below the floor, the caissons extending down to bedrock.

The fuel tanks are stamped from steel. The press shapes them in halves which are joined and equipped with gasoline connection lines and the fittings to fasten the tanks to aircraft making long flights, requiring auxiliary fuel.

IF YOU WANT TO
SELL
Any Type of Coin-Operated Equipment
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 6

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

NO NEW SUBSCRIPTIONS ACCEPTED!

RENEWALS ONLY!

Publishers are now feeling the pinch of governmental restrictions on paper consumption, and because of this many publishers are not accepting any new subscriptions. For example, no new subscriptions may be entered at present for ESQUIRE, COSMOPOLITAN, GOOD HOUSEKEEPING, TOWN & COUNTRY, HOUSE BEAUTIFUL, HARPER'S BAZAAR, MOTOR BOATING and many others. This list will swell in the months ahead as additional restrictions take effect.

Renew *ALL* of your subscriptions *NOW!* Publishers are accepting renewals on all subscriptions of record at the present time. Even if your subscription does not expire for 10 months or more, RENEW IT NOW, to avoid future disappointment. THE REVIEW is ready to take care of all your subscriptions at publishers' rates. Send us your list today for rates.

●

STILL AVAILABLE FOR A LIMITED TIME ONLY

New and Renewal Subscriptions

AMERICAN HOME (2 year minimum)	M	$2.25
AMERICAN MAGAZINE	M	2.50
BETTER HOMES & GARDENS (2 years minimum)	M	2.50
BILLBOARD	W	7.50
COLLIERS	W	3.00
CORONET	M	3.00
FORTUNE	M	10.00
LIBERTY	W	3.50
LIFE	W	4.50
LOOK	SM	2.50
NEWSWEEK	W	5.00
READER'S DIGEST	M	3.00
REDBOOK	M	2.50
SATURDAY EVENING POST	W	3.00
TIME	W	5.00
UNITED STATES NEWS	W	4.00
VOGUE	M	6.00

Your subscription business will be given our best attention, and we are anxious to be of service to you.

●

Subscription Department

Coin Machine Review

1115 Venice Boulevard

LOS ANGELES 15, CALIF.

Hollywood Snubs Arcades

LOS ANGELES—For a town that can trace its moving picture beginning to the Penny Arcade the city fathers are getting plenty uppity as evidenced by a recent outburst of one John B. Kingsley, president of the Hollywood Chamber of Commerce.

Zukor, Laemmle and half a dozen other big shots in the film capitol started out via the Arcade route but Kingsley would rather forget that and put a ban on the Arcade as far as the dazzling Hollywood boulevard is concerned.

At a meeting of the Police Commission on March 7th Kingsley strongly protested the renewal of a Penny Arcade license next to the USO on the boulevard. The USO joined Kingsley in stating that if an Arcade was continued on the boulevard it would hurt the high character of business along the street.

Apparently the parties concerned don't remember that pit shows, snake exhibits and the like recently rented swanky fronts on the boulevard and medicine doctors pitched their wares in vacant doors.

AOLAC Gets Army Thanks

LOS ANGELES—Major Lee Frankovitch of the Army Air Forces Pilot School at Minter Field, Bakersfield, has sent his thanks to Associated Operators of L. A. County for contributions to the base. Wrote Frankovitch: "Please accept the thanks of the men of Minter Field to you and the members of your association for the contribution of six marble games for our use. Also for your help in aiding us to obtain some slot machines. Your desire to be of service to the men in uniform is outstanding as I know your organization has contributed much to the various camps in Southern California. Personally I wish to thank you for your help to me on my recent visit to Los Angeles."

JACK NELSON

Nelson Joins Superior

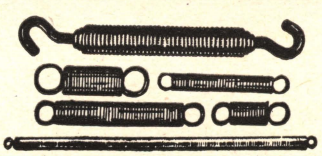
CHICAGO—The announcement was recently made of the appointment of Jack Nelson, well-known coin machine personality, as General Sales Manager of Superior Products Co., Chicago.

George Sax, President, said that the appointment of Nelson to direct the sales activities was one of the first steps taken in their program for expansion in the post war plans of the firm.

Nelson enjoys a nation-wide acquaintance in the industry and recently served as Sales Manager for a prominent phonograph manufacturer. Prior to that he was with *The Billboard* for 20 years.

SLOT SPRING ASSORTMENT!

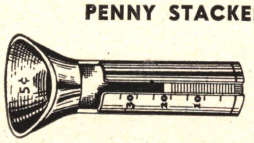
POPULAR HARD TO GET SPRINGS!



No. 146

$2.50

PENNY STACKERS



Made of cast aluminum, accurately calibrated — easy to read.

$1.50 Each
$15.00 Doz.

PLASTIC

Small Bumpers, Comp. with 1⅞" Cap; Also Bracket, Bulb Holder and Rubber Ring, Asst. Colors. Each 60c; $50.00 Per 100.

Large Bumpers Complete as Above With 2¼" Cap. White Only. Each 60c; $50.00 per 100.

Bell Shaped Posts, 60c Doz.; $4.00 per 100.

3" Island Bumpers, Diamond Shape, $1.20 Doz.; $7.50 per 100.

2" Island Bumpers, Diamond Shape, 90c Doz.; $6.00 per 100.

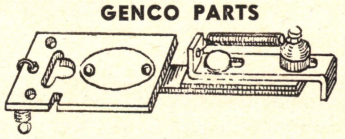
Triangle Island Bumpers, 90c Doz.; $6.00 Per 100.

GOTTLIEB ARMATURE FLAP

Complete With Stud and Plastic Tube (Not Rubber) Covering, $1.50 Per Dozen; $10.00 Per 100.

50 EXTRA Plastic Tubes Free with Each Order for 100.

GENCO PARTS



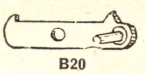
Kicker Arms (as Illustrated), 1 to 50, 60c Each 100 Lots, 50c Each.

Rectifier and Powerpak $10.00

Bell Shape Plastic Bumpers ..... .35

1,000 Step-Up Gear Comp. with Bracket 1.50

BALLY PARTS



B20

Rack Pawls B20 ..... 30c

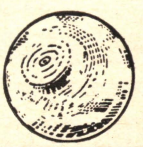
Ratchet Arms B22 ..... 35c

MAPLE SKEE BALLS

3⅛" for 14' Alleys, Polished, Each 55c; per 100 $52.00

2¾" for 9' Alleys, Unpolished, Each 45c; per 100 ..... $35.00

2½" for Playballs and Roll-in-the-Barrel, Unpolished, Each 45c; per 100 ..... $35.00



BLOCK MARBLE CO. 1527 FAIRMOUNT AVENUE, PHILADELPHIA 30, PA.

Get It From Block — — They Have It in Stock!

BALLY GALLERY OF FAMOUS AMERICAN GAMES: FIRST OF A SERIES

BRING BACK THOSE BALMY BALLY BUMPER DAYS!

COIN MACHINE REVIEW

5

FOR APRIL 1944

AMERICAN FIGHTERS . . . men of the free, fun-loving breed for whom "Bally" games were created . . . are now blasting the enemy out of the sea and the sky with the aid of war-products manufactured by men and women of the "Bally" plant. Today the only task of the "Bally" organization is to help the Army and Navy fight for America's "life and liberty." But, when America turns again to "the pursuit of happiness," bank on "Bally" games and venders to be in the forefront of post-war prosperity.

"Bally" engineers are building battle equipment today. But they are also salting away plenty of ideas for post-war equipment . . . ideas that utilize the marvelous new electronic principles developed by war-time technology . . . games that will bring back the balmy days of "Bally" Bumper . . . venders that will open a vast new field of opportunity to operators.

You can help speed the day of victory and hasten America's return to peace and prosperity . . . to the Ballyhoos and Bumpers of the future. Back the attack! Buy U. S. War Bonds and Stamps today, tomorrow and every day—10 per cent plus!

LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

ARMY E NAVY

HOME OF THE FAMOUS *Bally* GAMES AND VENDERS*

*Distributed by Bally Manufacturing Compan

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Location Agreements Essential To Operator's Post-War Planning

By CHARLES FLEISCHMANN

NEW YORK—Correct timing is essential in everything. A home run when the bases are full drives in four runs. When nobody is on base a home run is still good, but just results in one run. Now is the time to hit home run with locations by obtaining signed legal agreements.

Most business men are already thinking of post-war problems and opportunities. The coin machine industry has tremendous post-war potentialities. War conditions have proved the value of automatic coin-operated devices in alleviating the man-power shortage, in making more convenient the sale of countless items, in keeping up the morale and providing entertainment for millions of our citizens.

Many types of new machines were in the experimental stage when the war started, like beverages, ice cream and other vending machines, and the movie machines. There is no question but that after the war these are going to "go places."

Manufacturers have learned much from their war production experience and will in all probability have new and improved equipment on the market when this war is won.

Operators must be prepared to purchase these new models and also to depreciate the value of their present equipment. They must plan now so that the transition period will be as little costly as possible, and at the same time plan to eradicate the "chiseling" and "dog eat dog" attitude which plagued operators in the past.

I have developed a standard agreement form which can be used for every type of machine in every state in the Union and Canada. If operators would use such an agreement, that is, take advantage of present conditions when machines are scarce and locations are reluctant to change operators, they could sign up their locations for one or two years, resulting in the following advantages:

1. It is easier now to revise established

(See AGREEMENTS, Page 24)

If You Want to Buy
One Ball Free Play
SPORTSMAN
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ads on Pages 12 & 14

Information FREE!

Write **MILLS NOVELTY COMPANY** *4100 Fullerton Avenue Chicago, Illinois, for latest Coin Machine Information*

Chicago Novelty is doing its Part!

Announcing our new

Radio Repair Service Department!

All Service Guaranteed—Radios Completely Rejuvenated
Work done by expert technicians!

We are proud to do our part by providing a Radio Repair Service by skilled specialists for those of our friends who need radio repair service facilities because their service men have joined Uncle Sam's forces. If your radios need servicing or if the volume of your business is too large to handle, CHICAGO NOVELTY'S RADIO REPAIR SERVICE DEPARTMENT is at your disposal. No radio too large or too small. We can handle radio repair work in quantity.

Radios must be kept in perfect condition to bring you war news, entertainment, and information and to keep up the morale of the home front. Write to us today and make certain that your radios will be in excellent condition.

WE REPAIR ALL TYPES OF AMPLIFIERS FOR PHONOGRAPHS, RAY GUNS, AND COIN-OPERATED MACHINES

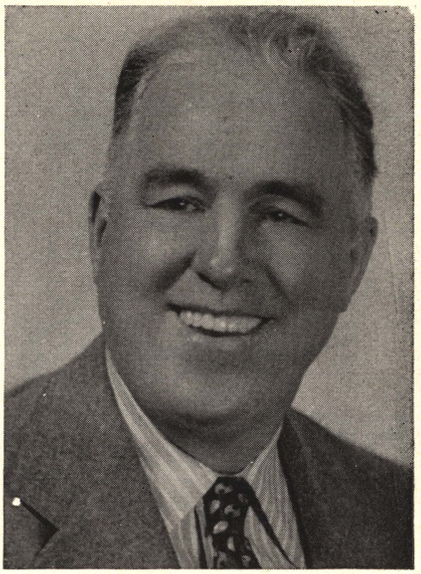
Chicago Novelty Company, Inc.

1348 Newport Avenue **Chicago 13, Illinois**

"What's Cookin'" In Arcade Machines For the Post-War Years?

by FRED McKEE

Western Representative, International Mutoscope Corp.



Fred McKee
Mutoscope's Western Representative

"What's cookin'"? I am asked this question every day by men from all parts of the country, who are interested in the Arcade business and its postwar future, and it's a good healthy expression, or question. WHAT'S COOKIN'?—it means that these men are alert to the future, are planning, looking ever forward. It means that this business has not lost its vision, its pep, and its desire to head forward in the field of business activity.

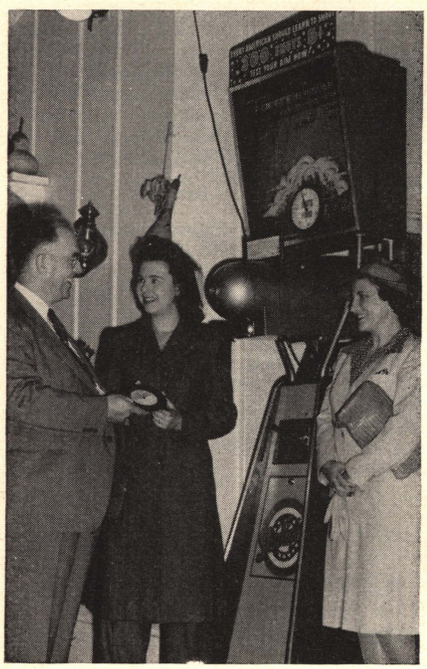
There is plenty cookin' in those plants that have provided this business with its equipment almost from the beginning of the Arcade business itself. While they have been busy night and day cookin' up defeat for the Axis, they have also cooked up some ideas for the postwar Arcade that will put it on a higher plane than ever in the amusement field. They, too, have their men in the field from time to time, to find out what's cookin'—what the public's reaction is to this or that type of equipment, for the individual Arcade owners have had to do a little cookin' on their own during these war years, and many of these ideas and revamps of what they had to do with are going to influence what the well-dressed Arcade will wear in the postwar future.

The Arcade business is not just something that happened during these war years, but it is something that many operators have just discovered—a business that is as old as the coin machine itself—and one that will live as long as people seek good, healthy, clean amusement. Its future is insured by its past performance as a business endeavor.

Immediately following the last World War, Arcades flourished in almost every city in the country. Most were well equipped with the most modern machines of that day, and the men that ran them prospered. But, like so many people in this business and in other fields of the amusement industry, they dropped into a rut of complacency. They fought off buying new, late equipment to replace the old ones, with the statement that the old standbys were still working O.K. and why spend money for something new when these would still take in money. Business was dropping off anyway, and they had made it, and just didn't want to spend it for new equipment when the horse was dead anyway.

That was the attitude that killed off a good ninety percent of the Arcade operators of that day. Not all of them, mind you—some of those old timers stuck, and today you can find some of these old Arcades still doing business just the same as they were then; old type drop lights, old cast iron Mutoscopes, same old picture reels on them that have done from twenty-five to fifty years of service; same old drop picture machines, in which the girls of the beef trust era still wear knee length pan-

TURN PAGE

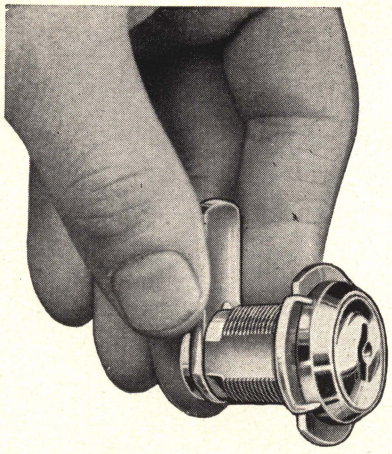


Screen Actress Jane Withers is an ardent Arcade fan. In this photo Mr. and Mrs. McKee are presenting Jane with a Sky Fighter for her new home.

The McKee Arcade on South Main Street in Los Angeles is one of the most popular Arcades on the stem with the boys in service. In addition to providing entertainment McKee also aids in providing beds for the boys in private homes. The Photomatic at the entrance really gets the "play."

There is no substitute for Quality
Quality Products Will Last for the Duration
D. GOTTLIEB & CO.
CHICAGO

ANOTHER MONTH NEARER VICTORY!
HELP BRING IT CLOSER — BUY MORE WAR BONDS
Wm Rabkin
INTERNATIONAL MUTOSCOPE CORPORATION
PENNY ARCADE HEADQUARTERS SINCE 1895
Manufacturers of Photomatic and Other Famous Coin Operated Equipment
44-01 ELEVENTH STREET, LONG ISLAND CITY 1, NEW YORK



Between your Money
... and *THIEVES!*

is a tough little cylinder lock, specially designed to resist picking and forcing. ILCO specialized in Coin Machine Locks before the war — *and will be ready for your business after the war.*

INDEPENDENT LOCK COMPANY
FITCHBURG, MASSACHUSETTS
Branches in all Principal Cities 7

ties with lace around the bottom and the lace stockings of that day; same old strength machines and wall punchers; all scarred up or repainted in spots, walls stained and fly specked, and for music an old Mills Violano or electric piano with banjo attachment grinding away.

Yes, there are still some of these old timers left, and strange as it may seem they are still making money. I do not mean to cast any reflection on the modern Arcade owner who has had to fill in with some of this old equipment to fill out his spot, as I am well aware that every Arcade in the business today has one or more of these venerable old money getters on the floor out of pure necessity for variety. The startling thing is that these old machines, given a new coat of paint and a modern twist, often prove to be the most profitable items on the floor. Many of these old time machines went into retirement with their former owners, who, today, have gotten back more for them than they paid for them in the beginning.

And now they're cookin' again, and they've started a new group of men asking, "What's Cookin'"?—men that are looking forward to the future; men that have learned that there is gold in them thar hills; men that know what steady progress and improvement of both location and machines can mean in this fast moving business. To these men, I feel safe in saying that "what's cookin'" is possibly the greatest array of amusement devices for the postwar years that this business has ever seen—opportunities in the Arcade business that were never dreamed of before! To those who keep asking in the future "what's cookin'"? will go the rich rewards of the postwar era, and they will take their place in the amusement world of the future, even as those early progressives that have arisen to the very peak of the amusement business through the medium of the Penny Arcade.

I presume that very few of you are aware that our famed Hollywood in no small measure was put on the map by former Penny Arcade owners, yet this is nothing but the truth. Some of the names of our top flight producers, names that are almost household words, started toward the top through the medium of the Arcade. They were fellows that just kept cookin'.

I would not wish to venture a prediction of what the amusement field of the future is going to be like, but I am certain of one thing, and that is that the Penny Arcade is going to take on a much broader and bigger place in the amusement field than it ever has before. It is going to have much more to offer the adult public. It is going to become a "must" on the amusement list of many more people. It's attractions are going to be of a nature that will command heavy repeat play.

Yes, from what I know and have seen cooked up for the postwar Arcade operator my only answer to "what's cookin'"? is, PLENTY.

* * *

Teacher—Now, which boy can name five things that contain milk?

Freckled-faced Jimmie — Butter, cheese, ice cream and two cows.

* * *

Lawyer's son: "Paw, does bigamy mean that a man has one wife too many?"

Lawyer: "Not necessarily, my son. A man can have one wife too many and still not be a bigamist."

GUNS

Repainted Red, White and Blue, Army and Navy Decals. LOOK AND OPERATE LIKE NEW

AXIS RATS (Seeburg)	$169.50	PARACHUTE (Seeburg)	$169.50
JAP GUN (Shoots 20 Shots Like Rifle, Then 45 Like Machine Gun)	169.50	RAPID FIRE (Bally)	249.50
KEENEY AIR RAIDER	249.50	NEW TAIL GUNNER	295.00
KEENEY ANTI AIRCRAFT	89.50	TANK GUN (Shoots 20 Shots Like Rifle, Then 45 Like Machine Gun)	169.50
NEW TOKYO GUN	330.00	NEW KEENEY SUBMARINE	229.50

IN ORIGINAL PAINT—NOT REPAINTED AS ABOVE

KEENEY AIR RAIDER	$225.00	RAPID FIRE	$225.00

SPECIALS FOR SALE—A-1 RECONDITIONED. READY FOR LOCATION.

15 PACES RACES (Brown Cabinet), Each	$142.50	2 BALLY DIXIE CONSOLES (Race Horse), Each	$69.50

WANT TO BUY FOR CASH

We Will Pay the Following Prices for the Following Machines:

Zombie	$30.00	West Wind	$45.00	Wurlitzer 24	$110.00
Double Play	45.00	Do-Re-Mi	45.00	Chester-Pollard Football Game	75.00
Stars	45.00	Sunbeam	45.00		

State Quantity You Have and Best Price in First Letter

Terms: One-Third Deposit, Balance C.O.D.

IDEAL NOVELTY CO.

Phone: Franklin 5544
2823 Locust St.
St. Louis, Mo.

OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961 — *Specialists—Coin Machine Industry* — *Los Angeles 13, Calif.*

The Future . . . and The Arcade

by H. E. GILLESPIE

Gillespie Games Co., Long Beach, Cal.

THE AUTHOR

H. E. Gillespie has been an operator for a number of years and maintains his headquarters in Long Beach, California. His operations have covered half of the state of California and in recent years he has specialized in Arcades until he is widely referred to today as the "Arcade King." In this brief article Gillespie expresses some valuable opinions concerning Arcades in the post war years.

I believe that now is the time to start looking forward to find what the future holds for the Arcade business; considering that the war will be over within the next two years or that it may be prolonged for ten; putting the business on an economic basis; and facing the facts as to what lies ahead.

Let us recall the cycle or history of the business before the war. (In the category of Arcades may also be included bowling alleys.) We cannot deny that the business is spasmodic or that it runs in cycles, as does all amusement business. This is no doubt affected by our economic conditions. The answer to this is population or percentage. In other words, Arcades are permanent in largely populated areas, or seasonal in resort centers. After the war we cannot expect small cities now supporting Arcades to continue to do so with the discontinuance of trade from servicemen and defense workers.

I personally would prefer defense cities right now to cities that have large numbers of service men to depend on for this reason: the majority of the service men that we have had have been men without families. The majority of service men that we will have in the future will be men with families and they will not have the money to spend. I do believe that large seaport towns will be an exception to the above statement.

I do not mean to convey a pessimistic outlook on the Arcade business. Quite the contrary, I believe the Arcade business is here to stay and has been greatly benefited by the war as to educating the public to a different type of inexpensive amusement.

In all probability the type of amusement may not be guns after the war, but there will always be that thrill for a penny (not a nickel) regardless of whether the thrill is a contest, a picture, a card, an electric shock, or a game. The profits still will be good and the business will have a solid foundation.

The equipment item should also be another factor to the Arcade man. Facing facts, there has not been any great amount of Arcade equipment manufactured for some time and it is my opinion that materials to manufacture good quality Arcade equipment will not be available for at least one year after the war.

I would therefore advise an Arcade man to maintain his equipment accordingly and not to sacrifice it at any time; to respect it as better than money in the bank, as it has a better earning power and has certainly not depreciated in value and will not for some time to come.

* * *

"Where didja get the black eye, Corporal?"

"In the war!"

"What war?"

"The boudoir!"

Servicemen are avid Arcade fans as evidenced by this photo snapped at an early hour on Sunday morning. In the accompanying article H. E. Gillespie sounds a warning about Arcades depending on Servicemen patronage.

COIN MACHINE

FILMS

for PANORAMS and PANORAM "PEEK SHOWS"

FULL LENGTH "A" PICTURES ONLY

New Releases Weekly

Send for List

LES LORDEN

FILM EXCHANGE

244 S. Western Ave.

Los Angeles 4, Calif.

GLAMOUR GIRL—2 FOR 5c—CARD VENDOR

ACCURATE—SIMPLE—STURDY CONSTRUCTION

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE

SEND FOR COMPLETE LIBRARY

. . . . Better Order NOW Any Supplies You Need:

- GRANDMOTHER PREDICTION CARDS. LOVE LETTERS, PALMISTRY LETTERS, HOROSCOPE CARDS WIZARD PEN CARDS, ETC., ETC.
- STEREOSCOPIC VIEWS, VIEW-A-SCOPE FILMS, ETC.
- PUNCHING BAGS AND ACCESSORIES.

SEND FOR CATALOGUE AND PRICES

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only $60! 3,000 Cards FREE bring in $75 selling at 2 for 5c.

1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y.

SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres.

Penny Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

FACTORY REBUILT AND REFINISHED

BLUE FRONTS BROWN FRONTS CLUB BELLS

THESE MILLS FAVORITES GUARANTEED TO LOOK AND OPERATE LIKE NEW EQUIPMENT. ALL WITH KNEE ACTION—CLUB HANDLES—DRILL PROOF

IMMEDIATE DELIVERY IN—5c - 10c - 25c PLAY

REFINISHED GOLD GLITTER WAR EAGLES

CLUB HANDLE — KNEE ACTION — DRILL PROOF

3-5 PAYOUT or ONE CHERRY 2-5 PAYOUT — 5c - 10c - 25c - 50c

MILLS BUYS

ORIGINAL GOLD GLITTER Q.T.'s

1— 5c, Like New.....$110.00
1—10c, Like New.....$130.00
1c Ref. Gold Glitter Q.T.....$ 39.50
25c Cherry Bell D.P.C.H.K.A.....$325.00

5c Silver Chiefs.....$169.50
10c Silver Chiefs.....$189.50
5c Silver S.P.....$169.50

WATLING ROL-A-TOPS

5c 3-5 Payout.....$ 85.00
10c 3-5 Payout.....$ 95.00
10c All Stars.....$ 95.00

MUSIC

24 Wurlitzer, 32 V.D.C.....$200.00
24A Wurlitzer, 32 V.D.C.....$200.00
50 Wurlitzer.....$ 69.50
8800 Seeburg.....$500.00
Seeburg Colonel R.C.E.S.....$400.00
Major R.C.....$375.00
Envoy, Walnut.....$375.00
Sport Page.....$ 59.50
Turf King.....$550.00
Kentucky.....$395.00
Totalizer.....$125.00
Saratoga Aut. P.O.....$ 85.00
Saratoga Comb. Free Play Automatic Payout.....$165.00

5c Futurity 3-5.....$125.00
10c Bonus 3-5.....$275.00
25c Blue Front K.A.C.H. Drill Proof Oval Card.....Write
5c Vest Pocket, Blue & Gold.....$ 49.50
5c Vest Pocket Chrome.....$ 60.00

JENNINGS CHIEFS

5c 4-Star Chief.....$125.00
10c 4-Star Chief.....$150.00
5c-10c-25c Triplex.....$119.50

PACE COMETS

5c Deluxe S.P.....$ 99.50
5c Rocket S.J.....$125.00
10c Rocket S.J.....$150.00

ACCESSORIES

Wallomatic—
Large Type.....$ 12.50
5c-10c-25c Baromatic.....$ 47.50
Stroller.....$ 30.00
1—Packard Box.....$ 32.50
Wurlitzer—
30 Wire Box—New.....$ 29.50
Santa Anita.....$345.00
Race King.....$275.00
Jenn. Goodluck.....$ 69.50
'38 Track Time.....$ 75.00
'38 Skill Time.....$ 75.00
'39 Bangtails, Late Head.....$149.50
Paces Races, Black.....$ 85.00

ORIGINAL CHROME BELLS

1— 5c 2-5 Payout.....$325.00
2—10c 2-5 Payout.....$375.00
2—25c 2-5 Payout.....$425.00
1—25c Gold Chrome.....$425.00
25c Mills Dice.....$ 75.00

5c Redskin.....$149.50
10c Redskin.....$169.50
10c Club Special.....$159.50

CAILLE

5c D.J. 3-5 Payout.....$ 50.00
10c D.J. 3-5 Payout.....$ 60.00
25c D.J. 3-5 Payout.....$ 75.00

ARCADE

Supreme Tokyo Gun.....$300.00
Jenn. Roll in Barrel.....$139.50
Texas Leaguer.....$ 39.50
Mills Flip Skill.....$ 49.50
Anti-Air Craft, Ref.....$ 79.50
Shoot the Jap, Ref.....$149.50
Hit Hitler, Ref.....$149.50
Chicken Sam, Ref.....$125.00
'39 West. Baseball.....$ 89.50
Evans in Barrel.....$115.00
Paces Races, Light Oak.....$100.00
Royal Draw.....$125.00
Four Bell.....Write
Bobtail, Aut. P.O.....$135.00

TERMS: 1/3 DEPOSIT, BALANCE C.O.D., WRITE, WIRE, TELEPHONE TODAY

TWIN PORTS SALES COMPANY

723 E. SUPERIOR STREET — DULUTH 2, MINNESOTA

Good Eating

A Column Devoted to Good Food and Its Method of Preparation for the guidance of the Acknowledged Chefs of the Coin Machine Fraternity.

Last month we started off this new feature by giving our favorite recipe for Rabbit *Hasenpfeffer and Dumplings* — a delicacy certain to please the palate of the most discriminating. Maybe some of you have already tried this delicious dish and, if you have, you will agree it's rabbit in its most heavenly form.

We chose a few rabbit recipes to launch this new department because of the current meat situation and the rapidly increasing abundance of wild and domestic rabbits in all parts of the country. Now we want to share with you a highly prized recipe for old-fashioned Gypsy rabbit dinner.

In old England the Gypsies were known as poachers deluxe. Nothing seemed to escape their crafty hands and rabbits were particular favorites with them—and for a reason . . . the lowly rabbit was the beginnings of an exquisite dinner that seemed worth the risk of stealing them. Here is our recipe:

Old-fashioned Gypsy Rabbit Dinner. Clean and skin a 3-pound rabbit and cut into serving pieces. Place in a kettle with an ordinary *bouquet garni* made with 1 large bay leaf, 3 sprigs green celery leaf tops, 8 sprigs of parsley, 1 sprig thyme, and 2 whole cloves, tied together with kitchen thread, and 5 medium-size onions, minced, chicken fat the size of a small egg, 6 crushed peppercorns, and salt to taste. Cover with equal parts of water and red wine; bring to a rapid boil, lower the flame, and let simmer very gently for 2½ hours without disturbing.

Next add 1½ cups diced carrots, 12 small white onions, 12 small fresh mushroom caps, peeled, and 18 small raw potato balls, and continue cooking, covered, until the vegetables are tender, which requires about 25 minutes.

Remove the *bouquet garni*, then thicken the mixture with 2 tablespoons kneaded butter (equal parts butter and flour kneaded together), adding 1 generous tablespoon finely minced parsley. Continue simmering for 4 or 5 minutes, then bring to a full boil, and add the following dumplings:

Sift together 1 cup flour, 2 teaspoons baking powder, and a pinch of salt; then add alternately 1 whole fresh egg beaten until light and enough milk to make a stiff batter. Drop by small tablespoons atop the rabbit ragout and let rise; then cover, and cook for 12 to 15 minutes. Remove the lid, serve the portions along with hot rolls and marmalade, and enjoy a rabbit dish as old as Romany itself.

Concluding our superb rabbit recipes will bring our tried and tested *Rabbit en Terrapin* next month. You'll love it, too.

Send in your questions on the preparation of any special dishes and we'll be glad to give you our recipes for giving them new glamor. And, if you have any unusual recipes, why not share them with us? We'll be glad to have them.

* * *

"I'm fed up on that," cried the baby, pointing to the high chair.

MARBLES

GLASS, AGATE, ASSORTED COLORS

Work perfect in all Ball Gum Machines

10,000 to case, $14.75 per case
Cash with order—f. o. b. Phila., Pa.

SILVER KING

GLOBES—PARTS—SUPPLIES

In Stock. Write for Price List

TORR 2047-D South 68th St., Philadelphia 42, Pa.

Your Voice On Paper—

THAT'S PRINTING

Make It Tell Your Story With Style and Speed!

We tell the Coin Machine Industry story as you would! See for yourself why we defy competition . . . let us handle your next printing job! Remember — we beat quotations from all printing plants in the West! Get the best for the least!

HOLDSWORTH PRINT SHOP

128 So. Alma St., Los Angeles 33, AN 16077

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Practical Exporting After the War

II. Preparing the Export Shipment. Packaging, Marking and Labeling.

by A. H. EISENBERG of

Catalina Knitting Mills, Los Angeles

(This is the second in a series of addresses on Exporting delivered at the recent Foreign Clinic conducted by the Los Angeles Chamber of Commerce. Through the courtesy of the Chamber we are publishing several of the talks which will be helpful in the Post-War Era for those in the Coin Machine Industry interested in foreign markets. The third article in this series will deal with "Transportation and Insurance" and will appear in the next issue.)

One of the most important factors in the import and export business is the matter of packing, marking and labeling. This problem is important both to the importer as well as to the exporter and what follows is applicable to both, although I shall speak of the exporter because my experience has been as an exporter.

Shipments can be made by ocean freight, by express and by rail to Mexico and Canada. I shall confine myself to shipping by ocean freight. However, many of the recommendations will do for the other means of shipping.

The firm beginning export shipping for the first time is faced with the problem of delivering its product to the foreign market, in saleable condition, at a cost that will not jeopardize its competitive position.

If the company has been operating in the domestic field, it is quite probable that it has developed a shipping container that has proved satisfactory for domestic movements, and in view of the success of the package, the firm may consider it good enough for shipments abroad. In many instances, however, unless this container and its interior packing are considerably better than domestic shipments demand, it will fall short of the requirements for export.

The properties needed in the export container can be more clearly visualized if the nature of the journey it must make and the hazards it will encounter on the way are thoroughly understood. If the factory of the shipper is in the middle west, the journey to seaboard will compare with the ordinary trip involved in domestic shipment and the journey has just begun.

After being unloaded from the freight car to a truck, a lighter, or to the steamship pier, the goods are lifted into the ship by slings, if it is a large package; or in a large net with many other packages, if it is a small one. Great crushing pressure may be exerted on the package at this point, although this hazard is lessened to a great degree by the use of platform slings which have been adopted by many steamship companies for handling smaller packages.

As the load is lifted up, it sometimes swings to and fro, despite the best efforts of those in charge to keep it steady, and strikes against the side of the ship, adding another hazard that must be guarded against. After being lowered into the hold or 'tween decks of the ship, the package is stowed away by the stevedores.

It may be stowed below other cases, crates or boxes, and have to support very heavy weights. During loading, moreover, there is sometimes the possibility of the package being punctured by longshoremen's cargo hooks.

There are many types of containers used in the export and import market. The most common are: nailed wooden cases, wire-bound wooden boxes, panel box, cleated plywood box, corrugated and solid fiber containers, bales and baling, wooden barrels and metal barrels and drums.

An interesting new packing material, developed by the war, has been a tape, similar to scotch tape, which many of you may have seen on air-

TURN PAGE

WANTED

Authentic Relics of Maximilian and Carlota of Mexico

•

Give Full Description (Photo if Possible) and Best Cash Price

•

Box 1000

COIN MACHINE REVIEW

1115 Venice Blvd.

LOS ANGELES 15, CALIF.

FLASH! HERE ARE THE PARTS YOU NEED

PARTS FOR CONSOLES AND SLOTS

Club Bell Clocks (with old clocks)	Ea.	$15.00
Payout Drums (complete assemblies) for Club Bells & High Hands	Ea.	10.00
Coils for Club Bells and High Hands (A-30, S-30, A-31, C-31, N-31, Y-31, G-29, E-32	Ea.	1.50
Fans for Club Bell Clocks	Ea.	1.00
Payout Unit Complete Assembly for Bally Club Bells	Ea.	50.00
Payout Tubes for High Hands, Club Bells, and Super Bells	Ea.	1.50
Main Clock Gears for Mills & Paces Slots	Ea.	3.50

PARTS FOR ALL PIN GAMES

Cartridge Fuses, No. 3, 5, 6, 7½, 10, 15, 20	Per box of 5	.25
Genco Pin Game Rectifiers	Ea.	6.00
No. 2876 Coils for Chicago Coin Games	Ea.	2.00
Plastic Bumpers (completely assembled)	in lots of ten, Ea.	.75
Plastic Bumpers (completely assembled)	more than ten, Ea.	.60
Silver Repair Sleeves	25 for	2.75
All Size Rubber Rings: Small—two for 5c, Medium—5c Ea., Large, Ea.		.05
Plastic and Rubber Plunger Tips	10c Ea., Per Doz.	1.00
Rubber Rebounds (assorted shapes)	Ea.	.05
Armature Plates for Bally, Gottlieb, & Exhibit Games	Ea.	.15
Blue Steel Gate Springs for Pin Games	Ea.	.05
Plunger Springs for Pin Games	Ea.	.10

PARTS FOR PHONOGRAPHS

Rock-Ola Dial-A-Tune Coin Heads for Standards or Deluxes	Ea.	$35.00
Rock-Ola Wall Box Glasses	Ea.	.75
Volume Controls for all kinds of Phonographs	Ea.	1.25
Crystal Pickups for Rock-Ola or Mills Phono. (with defective one)	Ea.	5.00
Fusetrons—2.5, 3.2, and Fusetats—1.6, 1.8, 2.5, 2.25, 3.2	Ea.	.30
Motor Belts for Rock-Ola Phonographs	Ea.	1.00

BULBS

Special No. 27 Bulbs (for Super Bells)	Box of 10	2.40
Bulbs for Pin Games, Wall Boxes, and Consoles	100 for	6.00
(Nos. 46, 47, 50, 51, 55)	Less than 100, per box of 10	.75

WIRE

10-Wire Cable	per ft. $ .15	Zip Cord (rubb'r cov.)	per ft. $ .07½
5-Wire Cable	per ft. .17½	Pig Tail Wire	per ft. .10

PHONOGRAPH NEEDLES

Pfanstiehl Needles	Ea.	$ .50
Tonedart Needles	Per C.	40.00
Less than 100	Ea.	.50
Bennett Needles	Per C.	32.00
Less than 100	Ea.	.35
Aero Point Needles	Ea.	.50

MISCELLANEOUS ITEMS

Kester Solder (Prewar)	Per lb.	$1.50
Friction Tape	Per Roll	.25
Large Key Rings	Ea.	.50

Send One-Half Deposit With Order . . . Balance C.O.D. . . . Order Today

B. D. LAZAR COMPANY

1635 FIFTH AVENUE PHONE: GRant 7818 PITTSBURGH 19, PENNA.

COIN MACHINE REVIEW

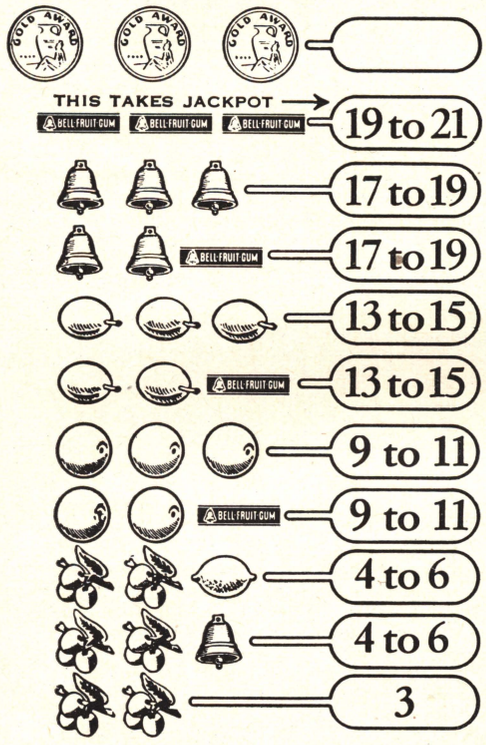
11

FOR APRIL 1944

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

3 MILLS AWARD CARDS TO END PAYOUT HEADACHES

SPECIAL GOLD AWARD



New money now in circulation will cause many slots to pay off short. Re-imbursing location owners for claimed payouts never was profitable.

We have devised and perfected 3 new Award cards, in beautiful five-color work, for use on Mills Blue Fronts, Gray Fronts, War Eagles and Futurities. Reproduced herewith is the Special Gold Award card in a 3-5 pay. Also available in a 3-5 Pay Silent and 2-4 Pay Silent—both reproduced in full color.

Put an end to your Payout Headaches and bogus payout claims today by placing these brilliant Payout cards on each of your machines. Obtainable from your nearest jobber or distributor or write us direct.

PER CARD 50c PER CARD

Some Jobbing and Distributing Territory Still Open. Write for Special Proposition, and Samples

COIN MACHINE SERVICE

1070 Thompson Avenue **Glendale 1, California**

MILLS AWARD CARDS

DISTRIBUTED IN LOS ANGELES BY

PAUL A. LAYMON, 1503 W. Pico Blvd., Los Angeles 15, Calif.

planes that were exported to England. This type is of varying widths and seals up all openings or cracks on articles and containers. Thus effectively keeping out humidity, etc., to further protect the merchandise.

I refer you to the excellent booklet issued by the U. S. Department of Commerce, entitled: "Modern Export Packing." This booklet goes into every detail for the packing and shipping on most articles exported from the United States. The steamship companies, as well as the forwarding companies, are also familiar with the suitable containers for most exportable items and I would, therefore, recommend all those who are in need of such advice, to contact the people I mentioned and especially, to read and study the booklet issued by the Department of Commerce.

Keep in mind the factors that influence final construction of every carefully designed export container. It must protect against damage, pilferage, climatic changes, minimum cost of packing. Also consider the effect of packing on transportation costs and insurance costs, and the import duties in the countries of destination. Another important protection in the consideration of the proper container is the protection against moisture.

Packing and Foreign Duties

Packing in relation to the amount of duty that will be assessed against the goods is much more involved than its relation to safe delivery, and presupposes a knowledge of the rate and basis of duty on whatever commodity is being shipped to the country in question; and this, in turn, must be related to the matter of safe delivery of the goods, as already mentioned.

So it will be seen that the type of packing may have to be changed on the same goods when sent to different countries, if the importer is to avoid the necessity of paying a higher amount of duty on the shipment.

Gross-Weight Duty

When duties are calculated upon the gross weight, which includes the weight of the goods and all packing, both inner and outer, the packing is dutiable at the same rate as the contents and should be

(See EXPORTING, Page 14)

COIN MACHINE REVIEW SUBSCRIPTION ORDER

Please enter my subscription for:

_____ 3 Years at $2.00 or _____ 1 Year at $1.00

SEND TO:

Name.....

Firm Name.....

Address.....

City..... Zone..... State.....

1115 VENICE BLVD., LOS ANGELES 15, CALIF.

35 East Wacker Drive, Chicago 1 441 Lexington Avenue, New York City 17

BOOST ARCADE PROFITS WITH THESE WINNERS!

PERISCOPE

Novel, Thrilling Battle Game! Submarine Illusion! High Score for Marksmanship! Exciting Player Appeal!

Shot Dial
94 SHOTS!

Bell Rings—Glass Flashes Red on Direct Hit!

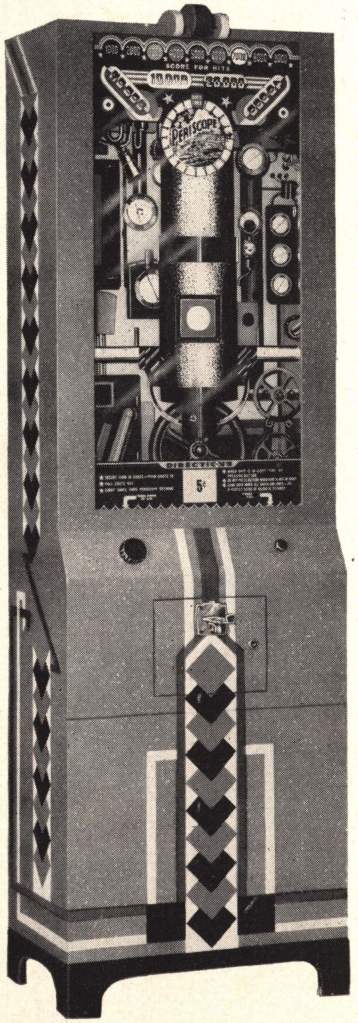
GUARANTEED MECHANICALLY PERFECT!

Range-Finder Control for Aiming at Targets!

Enclosed Locked Cash Box!

ONE-PIECE UNIT —PERFECT FOR ARCADES!

Dimensions: 7 ft. high, 16 in. deep, 25 in. wide. Crated weight, 225 lbs.



HIGH SCORE!

Multi-colored Glass Panel Reproduction of Submarine Interior!

Periscope Sights on Moving Ships —Nazi and Jap Targets! Third Dimensional View

Fire-Control Button—Adjustable! Press to Shoot Bursts or Single Shots!

FULL SOUND EFFECTS!

NICKEL PLAY!

Colorful Attractive Design!

Operators' Price

$395

Designed by

HARRY WILLIAMS

SELECTOR SCOPE

That Something Different in Fortune Tellers to Make the Difference You Want in Play. Does Not Vend Cards.

5 Popular Questions for Men!

3 Different Answers to Each Question!

Beautiful Colored Glass Panel!

GUARANTEED MECHANICALLY PERFECT!

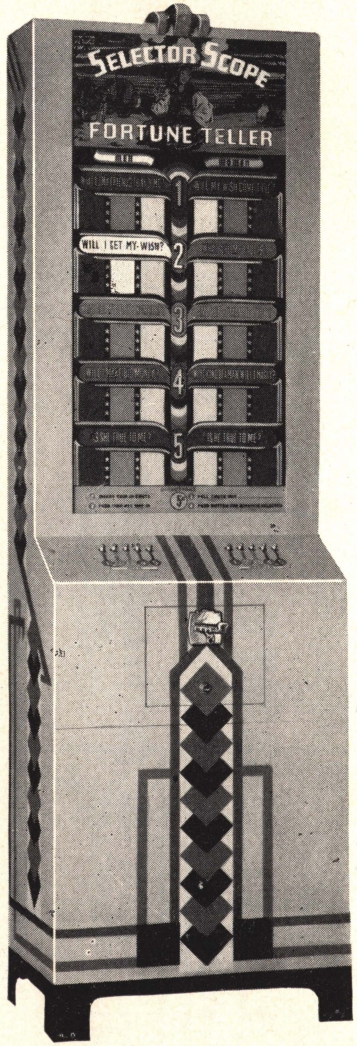
5 Selector Buttons for Men!

Enclosed Locked Cash Box!

Smart Cabinet Design!

Operators' Price

$375



5 Amusing Questions for Women!

ANSWERS IN ANIMATED FLASHING LIGHTS!

Adjustable Action Lights! Up and Down or Side to Side!

MYSTERIOUS RAPPING SOUND EFFECTS!

5 Selector Buttons for Women!

1c or 5c PLAY!

Dimensions: 7 ft. high, 16 in. deep, 25 in. wide. Crated weight, 228 lbs.

1-3 Deposit with Order, Bal. C.O.D.

IMMEDIATE DELIVERY!

MONARCH COIN MACHINE CO. — *Exclusive National Distributor*

1545 NORTH FAIRFIELD AVENUE CHICAGO 22, ILLINOIS

EXPORTING

(Continued from Page 12)

as light as is consistent with safe delivery to the consignee.

A few of the Latin American countries (Colombia, Costa Rica, Honduras, El Salvador and Venezuela) assess all specific duties on the gross weight, while certain other areas, notably the various parts of the British Empire, levy all specific duties on the real net weight, not to include any packing whatsoever.

Segregated Commodity-Weight Duties

Other countries use the terms "gross weight," "legal weight," "net weight," with special definitions of the different weights, as parts of their tariff laws, mentioning the kind of weight to be used in calculating the duty on each item in the tariff subject to specific duties.

Then again, there are countries, such as Italy, France and most of the central European areas, which vary the dutiable weight with the height of the duty, goods subject to a low rate of duty being assessed on the gross weight, and those at a higher (specified and fixed) rate on the real net weight of the products.

Still others provide specified tare deductions from the full gross weight which vary with the kind of product and the type of packing. Goods that are heavy in relation to packing have a lower percentage of tare deduction, and light goods in heavy packing a higher tare percentage.

Goods in sacks have a low deduction, usually doubled if in double sacks, and higher in cases than in crates or baskets. This type of weight is usually termed legal net weight, while the weight of the goods plus the inner packing, excelsior, etc., is called "plain legal weight."

Net and Legal Weight

There is more variation in the definition of the terms "net" and "legal" weight in Latin American areas, however, than elsewhere.

The duty on many classes of goods in Argentina is assessed on a legal-weight basis which assures a certain percentage of inner packing. If the goods, usually shipped to Argentina with inner wrapping, are sent without these packings, an additional 10 per cent is added to the net weight of the goods, to compensate for the loss of revenue, the duties having been fixed on that basis.

If the shipper fails to note on his documents the fact that the goods are shipped without customary inner wrappings, there is an additional 10 per cent imposed as a fine.

The Swiss tariff is based upon the gross weight of the goods or the net weight plus a specified tare percentage of the net weight, whichever is higher.

Savings Through Proper Packing

The experience of an American exporter of soaps and toilet preparations to Brazil will serve as a practical illustration of advantages obtained by a close study of packing in relation to duties. The duties were on a legal-weight (tare-deduction) or gross-weight basis, according to packing.

By eliminating practically all of the customary fancy inner packings, the duties on the goods were materially reduced, and the cartons and other containers needed for retail packaging were sent separately, to be dutiable at the much lower rate applicable to paper, cardboard and metal boxes.

Packing and Ad Valorem Duties

Goods dutiable upon an ad valorem basis generally absorb the cost of the packing in their total value, except when it is of a kind that is dutiable separately at its own rate, although a number of countries, notably certain of the British colonies, require on the invoice an itemized statement of the cost of packing.

For such goods, the cost of the packing rather than its weight must be considered in relation to the duties.

This again necessitates a knowledge of the basis of duty in the foreign country, since by lowering the ad valorem cost of the packing the total amount of the duty

(See EXPORTING, Page 22)

If You Want to Buy
CONSOLES
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 16

SORRY!

NO AIR-O-MATIC RIFLES ARE AVAILABLE NOW!

Today our plant is entirely upon war production, but we are hoping that soon we will be able to supply the many requests. We do wish to thank all of you for your patience, and in waiting you may be assured of a vastly improved and superior product when again ready for you.

A. B. T. MANUFACTURING CORP.

715-23 NORTH KEDZIE AVENUE

CHICAGO 12, ILL.

We welcome inquiries and will be pleased to place your name upon our mailing list for future announcements.

FOR VICTORY BUY WAR BONDS AND STAMPS

CANDY MACHINES WANTED

Stoner Candy Machines, either 6 or 8 column, in any condition. Phone or wire collect.

AUTOMATIC SALES CO.
2021 Carroll Ave., Chicago, Ill.
Monroe 5776

SALESBOARDS

Deluxe Boards Will Make & Save You $$$—No Catalog—Order From Ad

Holes	Name	Price
400- 5c	Win-A-Buck-Profit $7.00	$ .45
1000- 5c	More Bucks X Thick-Prof. $9	1.00
1000- 5c	Bingo-Definite Profit $10.00	.98
1000-10c	Ninety Percent D. Prof. $10	.98
1000- 5c	Nickel Charley D. Prof. $17	.98
1000- 5c	Double Finn. D. Profit $25	.98
1000-25c	Thin J.P. Charley A. Pr. $52	1.24
1000-25c	Thick J.P. Charley A. Pr. $52	1.40
600- 5c	Thick Little Lula D. Pr. $8	1.08
600- 5c	Jumbo Lulu Def. Pr. $13.50	1.39
1800- 5c	X Thick Lulu Def. Prof. $20	2.61
675-25c	Jumbo "Quarter" A. Pr. $45	2.45
675-25c	Jumbo "Jazz Bow" A. Pr. $65	2.45
675- 5c	Jumbo "Big Stuff" A.Pr. 19.91	1.85
2028-10c	Jar of Jack Bd. D. Prof. $52	2.92
2028-10c	Barrel Winners, Def. Pr. $52	2.92

1-3 Deposit—Order Samples Today

DELUXE SALES CO.
BLUE EARTH, MINN.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

RADIO TUBES
FOR THE
COIN MACHINE TRADE

FEATURES OF OUR SERVICE

1. We never substitute types.
2. No advance deposit required.
3. Copy of invoice reaches you ahead of shipment.
4. All shipments go forward 48 hours after receipt of order.
5. Tube inventory sheet mailed customers twice monthly.
6. Necessary certificated order forms furnished for your signature.
7. 1500 Tube Distributors contacted twice monthly as our buying source for your critical types.
8. Our lists show the few types we cannot furnish during current 15 day period.
9. We operate phonographs, pin games, and guns, and know your problems.

Over 95%

of orders made up in compliance with our current lists are

COMPLETELY FILLED

WRITE for latest inventory sheet and special order form—
DO NOT PLACE ORDER BEFORE THIS LIST IS RECEIVED.

W. R. BURTT

"The Coin Tube Man"

436 N. TERRACE DRIVE **WICHITA 8, KANSAS**

FOR MORE THAN 38 YEARS
THE NAME
JENNINGS
HAS MEANT FINE MACHINES
●
O. D. JENNINGS & COMPANY
4307-4339 West Lake Street Chicago 24, Illinois

"Don't Sell the Steak—Sell the Sizzle In Your Operation!"

By PAUL A. LAYMON

A FEW years back a smart sales consultant for scores of prominent firms and President of Tested Selling Institute, Elmer Wheeler, coined a little phrase that put advertising and sales executives up on their toes the country over. That little phrase was "Don't Sell the Steak, Sell the Sizzle!" Broken down to every day talk the phrase simply meant it was easier to sell by telling the advantages instead of simply describing the product. In the case of a steak it meant that the smell and "sizzle" of a steak would sell a steak quicker than just the mere listing of a steak on a crowded menu.

The same holds true in every branch of business and particularly in operating where operators have been too prone to sell the steak and forget the "sizzle." In other words they opened the door to a location, shouted "I have Wurlitzer phonographs, or the latest Bally game," and then let the matter rest. A follow through on the "sizzle," or a well presented dissertation on the operating firm, its program of service and advantages to be gained by permitting his organization to install equipment in that particular location was entirely lacking.

This practice cannot continue in the years to follow the conclusion of the present war. Our industry has truly grown up and men are entering it, and thousands more will enter it after the war, who will install tested and proven methods used so successfully in other businesses in pre-war times, that present operators will find competition plenty tough if they are not ready to cope with this new, business-like method of winning locations AND holding them.

The "sizzle" is the biggest selling point in your proposition—the main reasons why locations will profit more by installing your equipment and keeping it there. Every operator will not have the same set of "sizzles" to present. But find them, and use them, and the results will be in your favor.

As Wheeler puts it: "The good waiter realizes he must sell the bubbles—not the champagne. The grocery clerk sells the pucker—not the pickles, the whiff—not the coffee. It's the tang in the cheese that sells it! The insurance man sells protection, not cost per week. Only the butcher sells the cow and not the sizzle, yet even he knows that the promise of the sizzle brings him more sales of his better cuts."

Do you believe you do a more conscientious job than the average operator in maintaining your equipment? If so, there's a "sizzle" worth using. Do you frequently bring in your equipment for reconditioning, cleaning and touching up? There's another "sizzle." Do you maintain a service that you believe, and can explain, surpasses the average? Another "sizzle" in your behalf. Put on your "sizzle specs" now and look at your own "sales package." Then write down the one, five, ten, or twenty "sizzles" you find—in the order of what at first blush you believe will be of importance to your location prospects.

Once you have used your "sizzles" successfully and planted your equipment firmly in the spots you want, your next, and very important job, is to keep it there and keep the location owner believing no one else can serve him better or more efficiently. Mentally assume an attitude that you are "on probation" in every location you have and never let down on your program of selling the location owner on the "sizzles" (advantages) of keeping your equipment. Buying him a drink every time you run into him doesn't mean you are selling him anything. You're simply showing you are a "right guy" and in many cases the location owner thinks you are a push-over for free drinks, or a chump he can drain for a few drinks every time he sees you. Instead, be the business man that you are. Meet your location owners as fellow business men and demonstrate your "You-ability"—the ability to get on the other side of the fence—to see you and your equipment as your location owner sees you and thinks of you, and then direct your remarks accordingly. Have your "sizzles" ready before the steak is ever put on the fire and you can't lose.

Buried in every spool of thread, in every row of safety pins, in every automobile, in every insurance policy, in every grocery, drug, or toilet goods item, in every coin machine installation, are reasons why they are accepted, and desired, by those that have them. Those reasons are your "sizzles." Don't underestimate them, and start using them today!

18 Million Tubes Coming

WASHINGTON—The Office of War Information predicted March 18th improvement in quality and increased production of a number of civilian items in the next four months, because of recent revisions of conservation and limitation orders by the War Production Board.

At least 18,000,000 of the hard-to-get types of radio tubes are included in the list of items to be made for civilians this year.

If You Want to Buy
COIN WRAPPERS, COIN CHUTES and SUPPLIES
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 18

The trend is towards
VICTORY IN '44
No new games will be made for the duration, but you can keep your old games up to date with attractive and colorful
VICTORY GAMES CONVERSIONS
Only five minutes required to make these startling change-overs right on location. No skilled labor or tools required. No playing time lost.
Your Total Cost Per Game Is Only **$9.50** F. O. B. Chicago, Ill.
and here is what you get—A NEWLY DESIGNED, MULTI-COLORED SCORE GLASS, a NEW SET of TWO-TONE, LARGE SIZE, ILLUSTRATED BUMPER CAPS made to fit small or large bumpers, and New Instructions and Score Cards.
Now Ready for Immediate Shipment—
BOMB THE AXIS RATS for Star Attraction
KNOCK-OUT THE JAPS for Knock-Out
SINK THE JAPS for Seven-Up
SMACK THE JAPS for Ten Spot
HIT THE JAPS for Gold Star
BOMBARDIER for Victory
SLAP THE JAPS for Stratoliner
WORLD SERIES for Seven-Up
MISS AMERICA for All American
WRITE, WIRE OR PHONE YOUR ORDER TODAY.
VICTORY GAMES, 2142 Southport Ave., Chicago 14, Ill.
America's foremost manufacturers of Pin Game Conversions
Watch for "ON DECK"—A Conversion for Snappy

LOS ANGELES SEE BILL HAPPEL

BADGER'S BARGAINS

MILWAUKEE SEE CARL HAPPEL

NEW AMUSEMENT MACHINES

NEW "CUPID'S WHEEL" LOVE TELLER $295.00
NEW "SHOOT YOUR WAY TO TOKYO" 330.00
NEW "SKEE BALL" BOWLING SENSATION 249.50
NEW "SELECTORSCOPE" FORTUNE TELLER $375.00
NEW "TAIL GUNNER" OUTSTANDING GUN 325.00
NEW "PERISCOPE," NEW AND DIFFERENT 395.00

MILLS PANORAM SOUNDIES

COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW.

Beautifully Converted for Arcades, Price Only $425.00

RECONDITIONED ARCADE EQUIPMENT

Caille Push or Hug ..... $ 89.50
Caille Push or Grip 89.50
National O.K. Fighter 159.50
Pike's Peak 16.50
Keeney Submarine 225.00
Bally Basket Ball (Refinished) 89.50
Chicago Coin Hockey 225.00
Kicker - Catcher 19.50
Rotary Merchandisers 189.50
Casino Golf 39.50
Scientific Upright Baseball 129.50
Exhibit Card Vender ..... $ 29.50
New Axis Rats, Chicken Sam, Refinished
New Rock-o-Lite 179.50
Scientific Batting Practice 129.50
Evans Play Ball 225.00
Mutoscope Grip-o-Graph 149.50
Exhibit Hi-Ball 74.50
Exhibit Bicycle Trainer 125.00
Gottlieb 3-Way Gripper 16.50
Genco Play Ball 189.50
Exhibit Love Meter 49.50

RECONDITIONED SLOTS AND CONSOLES

6 Mills Gold Chrome, 25c
2 Mills Gold Chrome, 10c
4 Mills Gold Chrome, 5c
1 Mills Gold Chrome, 50c
4 Jennings Silver Chief, 5c
1 Jennings Chief, 50c
1 Mills War Eagle, 3-5-50c
5 Mills Four Bells
8 Baker's Pacer, Daily Double
1 Baker Pacer (Late)
1 Bally Sun Ray, Free Play
1 Exhibit Silver Bell, P.O.
6 Bally Club Bell (Comb.)
3 Pace Saratoga, Late '41, P.O.
4 Pace Reels, Late '41, P.O.
2 Mills Regular Chrome, 25c
4 Mills Regular Chrome, 5c
6 Mills Blue Fronts, 5c
3 Mills Blue Fronts, 10c
6 Mills Blue Fronts, 25c
3 Mills Blue Fronts, 50c
1 Glitter Gold Q.T., 1c
6 Blue Crackle Q.T., 5c
2 Keeney Super 2-Way, 5-5c, Cash
3 Evans '41 Bangtails, Late Jackpot
2 Evans Dominoes, Late '41
4 Evans Lucky Lucre, 5-5c
2 Bally Big Top, P.O.
18 Mills Jumbo Late High Head, P.O.
12 Mills Jumbo High Head, P.O.
1 Jennings Silver Moon, F.P.

WALL AND BAR BOXES

Packard Pla-Mor $32.50
Wurlitzer Model 125 ..... 32.50
Wurlitzer Model 100 ..... 16.50
Buckley Boxes (Ill.) $19.50
Rock-Ola Wall A.C. 18.50
Rock-Ola Bar D.C. 7.50
Seeburg Wall-o-Matics $39.50
Seeburg Select-o-Matic 9.50
Keeney Boxes 4.95

WANTED — USED MACHINES — HIGHEST CASH PRICE PAID

Send List of Machines you have to sell and let us quote prices

All Machines Reconditioned, Ready to Operate. One-Third Cash with Order, Balance C.O.D.

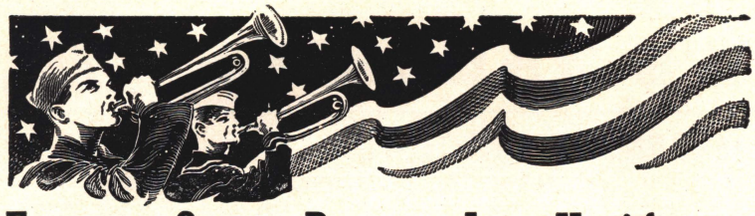
All Prices F.O.B. Los Angeles.

BADGER SALES CO.
1612 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

Write Milwaukee for Special Price Quotations.

BADGER NOVELTY CO.
2546 NORTH 30TH STREET
MILWAUKEE 10, WISCONSIN

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!



From Our Boys In Uniform

From Somewhere in the Aleutians

Dear Mr. Blackford:

Progress has come to the Aleutians. Creeping o'er mushy tundra, battling the Williwaw, scratching and clawing through sleet, stinging rain, and mud, the veteran of civilization successfully climaxed a six months campaign by finally arriving at this bleak outpost in time to preside in inauguration ceremonies of the first "deluxe" outhouse.

The "Deluxer" consists of a roomy structure with a genuine glass window and electric lights. Homefronters will raise eyebrows and question the momentousness of the event; but soldiers who live here will celebrate it as an outstanding victory in our Comfort League.

When I first sunk my size 11's into Aleutian bog, its livibility was still questionable. A shower required several miles' trek over leg-spraining terrain. Many's the time "hot" water spouted lukewarm, and if hot, its lasting quality was measured in minutes. A minute too late meant no shower unless you could take it "straight." Then after a guy muddied back to his quarters, somebody would ask him why he didn't take a shower sometime and clean up. At first this was the signal for a fight, but later repetition dulled it into a standing joke.

On Wash Day every basin, pan and utensil in the vicinity was garnered. Then off to the stream, crannied between lips of slippery moss. At last sufficient water was accumulated. After a survey of available utensils, a shallow wash basin was selected for "depth," filled with water, and placed on the coal stove. At water-warm temperature several garments were shoved gently into the basin, soap and elbow grease added; and ere long, hand scrubbing sans wash board was underway. Rinsing and soaking were lathery jobs; the floor was liberally studded with overflow, and bubbles ran out of the washerman's ears.

The knack of manipulating pans, water and garments in a space sufficiently commodious for a phone booth was a real achievement.

Shaving during a Williwaw could easily be included in a citation for "heroism in action." The mirror was suspended from a piece of string; with one hand and a prayer, the shaver gripped his razor; with the other he tried to steady the mirror. During the ensuing moments, while bouncing against the convulsively heaving canvas walls of the tent, he maintained a watchful eye for his reflection in the glass. As the countenance hovered into sight, out flashed the razor. When the stroke missed vital parts of the face such as nose, throat and eyes, relief was intense and a sense of achievement flooded the whole being.

The Chic Sale (one for about a hundred men) frequently lost its doors while dueling with a storm. The snow inside was sometimes piled so high that it required a contortionist with sharp eyes to locate and utilize the circular holes. If the tissued stuff was available and not frozen, the sheet of newspaper was stuck back into a pocket and the occupant felt cheered.

Chow was an endless round of spam, sausage, spam, hash, spam, dehydrated vegetables, spam, powdered milk and spam. The cooks threw the cans around like they were mad at the world. By golly, now that I look back, I think they were, too.

Movement afoot was a laborious under-

SUPREME SKEEROLL

• • 7½ FOOT BOWLING ALLEY SENSATION • •

SUPREME . . BECAUSE OF THESE SUPREME FEATURES

• Solid, Golden Oak construction in modernistic, streamline design with strong, heavy, full width legs that are a definite part of the cabinet itself.

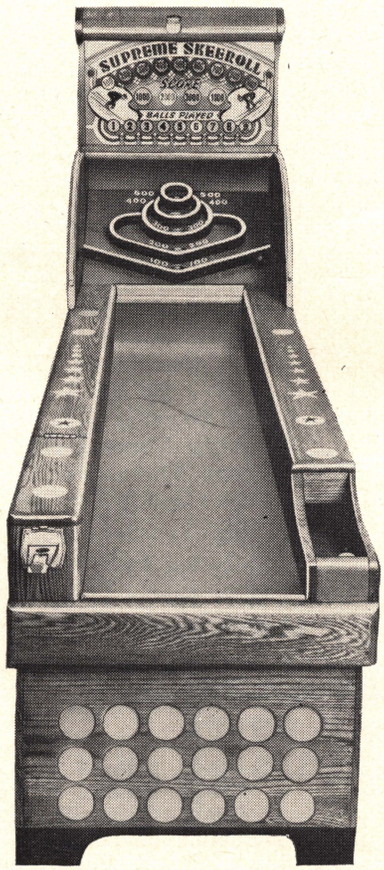
• Size: 7½ Ft. long by 24" wide. Can be built (on special order) from 6 ft. to 10 ft. long. A truly flexible, full-roll action alley. "9 Balls for 5c".

• Gorgeous, fully illuminated ten color backboard with easy-to-understand score system and balls played counter. Attracts instant and complete attention.

• Unique, original, new type scoring pockets that test the skill of the best players and keep them playing hour after hour. Gets real play action.

• Easiest - to-service bowling alley ever built. Over 15 years of coin machines experience back of this super feature that interests every operator.

• So arranged that backboard and legs are easily removed when in transportation. This makes Supreme Skeeroll the easiest - to - handle bowling alley.



• True-skill bowling action, with exceptionally long and tantalizing roll of ball. High score brings competitive action. And a hundred other features.

★

SOLD ON 10 DAYS MONEY BACK Guarantee

Because "Supreme Skeeroll" is built to outlast, outshine, outplay and outearn any bowling alley ever made.

★

15 YEARS OF COIN MACHINE EXPERIENCE

is back of every "Supreme Skeeroll". That's why this daring 10 days free trial money-back guarantee.

★

Order a sample now. Convince yourself that Supreme Skeeroll is the greatest bowling alley ever built. You'll buy a carload.

SUPREME ENTERPRISES

557 ROGERS AVE. BROOKLYN, N. Y.

If You Want to Buy

SLOTS

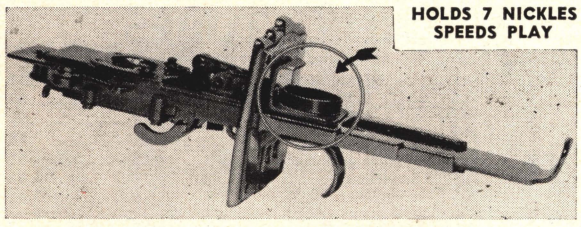
— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 20



HOLDS 7 NICKLES SPEEDS PLAY

NEW GIMMICK GUARD

plus

Special Built-in Feature

PROTECT COIN CHUTES AGAINST THE "SHIM ARTIST"
SEND CHUTES TODAY . . . WE RETURN PROMPTLY!

"GIMMICK GUARDING" . . .
1 to 5 chutes.....$6.85 each
6 or more..... 5.85 each
1/3 Deposit With Order
We pay postage one way.

Additional charge for re-conditioning Used Chutes—$1.00 plus parts.

NICKLE NUDGER CO.
527 S. E. Stark Portland 14, Ore.

taking; the walker fought the mud and weather with a half-hearted futility. When I struggled tentward after a day's duty, I always wondered if the abode was still staked. When the canvas waved its sides at full-blown greeting, I was so grateful I wanted to wave back.

Six months later, when the wings of Progress three-point-landed at our door, it was in a well-lighted, warm hut that we greeted him. A showerhouse, equipped with automatic hot-water heater and washing machine, squatted solidly where before had sprawled desolate, barren wasteland. Fresh meat and supplies, prepared by cooks who didn't mind eating their own concoctions, was served daily. Board walks clumped to the tune of mud-free feet.

Emancipation, however, is still not complete, for snow has submerged the walks and icicled the terrain, and only two kinds of weather—bad and worse—still howls and stings, blocks and impedes.

Nevertheless, Progress is here in full array; and where there's Progress there's new hope. The "dry rot" humidity of this country chills my bones—but let's not kid ourselves: neither the warmth of reminiscence nor the equatorial heat of the tropics could completely thaw my innards, because War dampens all our lives, so that only Victory and Peace can furnish the warmth of complete rejuvenation.

Yours for Unconditional Triumph in '44,

Cpl. Louis Karnofsky

COOPERATION REPORT

Once a year we like to take our readers into our confidence and tell them just what your REVIEW is contributing to the American Way of Better Living.

During the past 12 months your REVIEW has contributed $1200.00 in advertising space to the sale of War Bonds. The 2nd publication in the field contributed NOT ONE RED CENT and the 3rd publication less than $300.00 in donated space.

In June, 1943, the Treasury Department took cognizance of the outstanding contribution made by THE REVIEW and awarded this publication the only Treasury Citation issue to date in the trade paper field in this Industry.

In addition your REVIEW has contributed substantially to the American Red Cross, Business Press Industrial Scrap Drive, American Institute for the Control of Cancer, Children's Home Society of California and the Salvation Army.

Dog Works at Mills

CHICAGO—Ralph is the name of a Seeing Eye dog who has gone to work in war industry—and is putting in his time at Mills Industries, Inc. in return for 12 meat ration points a week. You see Ralph is the eyes of his blind master, James Driskell, who is employed as an inspector of 40 mm. shells, and each morning he guides his master to work, sits beside him during the day to pick up anything his master might drop, and returns home with him in the evening.

Ralph "caught on" immediately in the Mills plant and workers fixed up a bed of gunny sacks for him to enjoy during rest periods. The lunch hour is a particular favorite with him with workers passing along tidbits they have brought along to bestow upon him.

Ralph has two weaknesses. He loves children and hates squirrels. However, while he is on business, he uses great will power and refrains from looking at wandering squirrels. But he drools a little.

Al Douglis on Coast

LOS ANGELES—Al Douglis of Daval, Inc., arrived in Los Angeles the first part of March for a brief visit. Mac Mohr, Daval Western Representative, is keeping Douglis on the jump seeing various operators along with the beauties of the southland.

"What with Curley Robinson, Hermie Cohen, Harry Kaplan and Mac Mohr I'm on the go continually, and having a wonderful time," said Douglis. While here he is stopping at the Elks Club.

* * *

When two people are thinking the same thing it's often called mental telepathy—sometimes it's plain embarrassment.

Samuel Hodgson

Samuel Hodgson, well known personality in the Coin Machine Industry in Southern California, passed away on January 29th, the victim of pneumonia which followed a major operation.

Hodgson was born in Bradford, England, and entered the accounting field upon reaching his majority. This activity took him to Bombay, India, where he was chief accountant for the American Woolen Co. for three years. Following this brief period he came to the United States and followed accounting and office management work in the New England states for thirty years. For the past ten years he has been associated with his son-in-law, Frank Robinson, in the operation of an extensive route of coin-controlled equipment in metropolitan Los Angeles.

Funeral services were conducted from the Little Church of the Flowers on February 2nd and burial was in beautiful Forest Lawn Memorial Park. Pallbearers were Jack Gutshall, Jack Pfeffer and Mac Mohr, members of the Coin Machine Industry; and Mr. Brown, Jack Holden and Johnny Armstrong. Surviving are three sons and one daughter. The daughter and one son reside in Los Angeles and the other sons are in Cleveland and North Adams, Mass.

Hodgson was easy to know, quick to befriend, dedicated not alone to "live and let live," but to "live and help live." He will be sorely missed in Coin Machine circles in Southern California.

Kaplan Has Plastic

LOS ANGELES — The Southwestern Vending Machine Co. is now able to supply music operators with plastic replacements for Wurlitzer, Seeburg and Rock-Ola phonographs.

Harry Kaplan made this announcement upon his return from Chicago where he made arrangements with Ben Lutske of the Eagle Coin Machine Co. to handle the plastic sales in the West.

"Our plastic replacements are the thickest, strongest, toughest non-inflammable plastics available today," said Kaplan, "and they are offered to music men at extremely reasonable prices."

Initial announcement of the replacement parts available is contained in this issue.

GENUINE A. B. T. PELLETS FOR GUNS (GUARANTEED)

100,000 .....$2.50 per 1,000
50,000 ..... 2.75 per 1,000
25,000 ..... 3.00 per 1,000

GENUINE KEENEY SUBMARINE PELLETS
$32.50 per 1,000—$4.00 per 100

STEEL PELLETS FOR CHALLENGER TEXAS LEAGUE
$5.00 per 100——$40.00 per 1,000.

NEW MAPLE BALLS for SKEE ALLEYS AND PLAY BALLS

For 14 Ft. Skee Alley, 3⅛, 10, $5.50; 100 .....$52.00

For 9 Ft. Skee Alley, 2¾, 10, $5.50; 100 ..... 52.00

For Play Balls and Roll in the Barrel, 10, $4.25; 100 ..... 38.50

TERMS: 1-3 Deposit with Order, Balance C.O.D.

WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

ECONOMY SUPPLY COMPANY
615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

EXPORTING

(Continued from Page 14)

on the whole shipment is reduced. The relation of packing to freight charges is in itself a special study that may result in effecting very considerable savings.

Packing to Meet Customer's Needs

A further consideration is the expressed preference of the importer. When he gives instructions regarding the size of packages, the kind of cases, the inner packing, etc., to be used, these instructions should be followed precisely.

He knows the weather conditions and the effects of the climate upon the goods and is in a better position to decide such matters than the shipper, often thousands of miles away.

Furthermore, he knows the demands of the local customers in regard to the packaging of the goods for retail trade, the transportation and handling facilities, the customs requirements, and disadvantages of certain forms of packing in relation to the duties.

He may specify a packing case of a different size from the standard container because the latter is too large to be handled easily by the port machines or labor, or even because he expects to use the case later for an entirely different purpose. A safe rule is to make certain that the quality of the goods is that which has been ordered and to pack them exactly according to the customer's instructions.

If he orders the merchandise to be sent "knocked down," he probably knows that the freight is based upon the cubic measurements and that the saving in freight will outweigh the labor cost of setting up the article. He may also know that in his country it may be possible to import the knocked-down articles as "parts" at a lower rate of duty.

Marking

In many countries there are special requirements as to marking both the outside packing cases and the goods themselves. These requirements vary from country to country, some making no provisions for special markings on either the container or its contents, others demanding that one or both bear certain legends.

When it is left to the shipper to mark, it is customary to use buyer's initials, and under this the port of entry, which in turn might be followed below by the name of the inland city of final destination.

Not infrequently the buyer wants his order or requisition number to appear on the packages, which can be made part of the shipping mark and repeated on each case. The use of a number, preferably of 3 figures or more, as part of the mark proper has the advantage of eliminating almost any confusion that might be caused through packages happening to have the same letter marking, though destined for different buyers and originating at different points.

The same remarks regarding numbering apply.

It is recommended to place the mark inside a diamond or its two acute angles, which sets off the stenciling more clearly, and to keep same apart from other information which can find a place on another side.

The mark proper, if enough space is available, might be put between the cleats, which place affords protection for this most important of identification marks against rubbing off. Repeat same at least once on the same box.

Shippers are cautioned against making the name of the forwarding intermediary at the port of exportation part of the permanent stenciling, which is confusing to custom house officials abroad. A tag made of substantial material should be fastened to the box for this purpose.

The legend "Made in U. S. A." is in most cases obligatory, and thus works as a national advertiser.

When boxes contain articles that are tempting to the pilferer, then mentioning of the contents on the box may not serve any good purpose.

Weights should be given in full pounds only, less than half a pound being disregarded and more than half a pound considered a pound.

Measurements should be given very accurately in feet and inches.

Weights and measures are often required in the metric system, which should find a place near the pound weight and inch measurements. The marking should show what kind of weight the figures represent.

Some countries do not allow brush marks but insist on stencil work.

With comparatively few exceptions, most countries do not insist that imports bear an indication of origin.

It is well, however, that one be informed

RUNYON RADIO TUBES

FOR THE COIN MACHINE TRADE——All prices net as shown in this ad

1B5	$1.45	6B5	$2.00	6K7	$1.45	6SQ7	$1.15
1H5	1.60	6B8G	1.35	6K8	1.35	6V6G	1.15
1N5	1.65	6C5	1.05	6K7G	1.15	6X5	1.05
2A3	2.00	6C6	1.05	6L6	1.90	30	1.45
2A4G	Write	6D6	1.05	6N7	1.55	37	.90
3Q5	1.65	6F8	1.25	6SC7	1.85	38	1.15
5U4G	1.05	6H6G	1.15	6SL7 (Replaces 6SC7) — No change in Socket—Reverse No. 1 and No. 3 wires	1.75	41	.90
5Y3	1.00	6J5	1.20			45	1.20
5Z3	1.60	6J7	1.35			75	.90
6A6	1.65	6K6	1.15			76	$ .95
6A8	1.35					77	.95
						78	.95
						80	.95
						83	1.35
						70L7	2.85
						2051	2.60
						25Z5	1.25
						25Z6	1.35
						117Z6	2.35

RAY GUN LAMPS, 79¢ ea. IN LOTS OF 25 OR MORE

FOR "CHICKEN SAM," "JAPS," "CHUTES"—A-1 QUALITY

Photo Cells for "Sams," "Japs," "Chutes," Etc. (No. CE-23), Each.....$2.50
Rubber Balls for Pokerinos, 2¼" Inflated.....$1.35 Ea. (Minimum Order 25 Balls)

SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

SIGNATURE..... DATE.....

RUNYON SALES CO. 123 W. RUNYON STREET NEWARK, N. J.

PROTECT YOUR INVESTMENT WITH BALTIMORE HANDY SET
LOCATION AGREEMENTS

An AGREEMENT that fills the need of every operator due to present and future tax legislation. An Agreement to serve for all types of coin operated machines, including amusement, musical, movie and various vending machines. An Agreement approved by a prominent attorney of the industry, that is fair to both parties, is simply worded and yet legally binding. An Agreement that protects all operators fully on their investment and that will be respected in all states.

For FREE sample and information write to

CHARLES FLEISCHMANN
BALTIMORE SALESBOOK CO.
"Known for Our STANDARD FORMS"
120 WEST 42 ST., NEW YORK 18, N.Y.

OTHER STANDARD FORMS

Form P for MOVIE MACHINES
Form T for CIGARETTE MACHINES
Form V for VENDING MACHINES
Form R for PHONOGRAPHS
Form K for PIN GAMES
Form B for SKEE BALL and PAYOUT MACHINES
Form A for SLOT MACHINES
Form F for DIGGERS
Form W for DRINK MACHINES
Form S for SALESBOARDS
Form C for RECORD REQUESTS
Form O for MAINTENANCE REPORTS

STANDARD SPECIALLY PRINTED BOOKS DESIGNED FOR YOUR INDIVIDUAL NEEDS.

Write for Prices, Samples and Suggestions. No obligation.

IF YOU WANT TO
SELL
Any Type of Coin-Operated Equipment
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

See Ad on Page 21

TRIED! TESTED! PROVEN!

ROCKINGHAM

NEW ONE BALL PAYOUT CONVERSION SIMILAR IN PLAYER APPEAL TO "FAIRMONT"

- **New Playboard—Colorful, Spectacular.**
- **New Larger Backboard and Glass.**
- **Cabinet Newly and Beautifully Redesigned.**
- **Handsomely Decorated Base.**
- **Mechanical Parts Thoroughly Checked and Replaced Where Necessary.**

Don't Miss

SPORTSMAN

Here is a game similar in Player Appeal to Longacre and Thoroughbred. Completely refurbished and reconverted from Blue Grass, Record Time, Dark Horse, Sport Special and Sport Event, this game is really making money for operators today. See it in our showrooms.

EXCLUSIVE COAST DISTRIBUTORS

— IN CALIFORNIA —

PAUL A. LAYMON
1503 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

— IN OREGON AND WASHINGTON —

JACK R. MOORE CO.
1615 S.W. FOURTEENTH ST.
PORTLAND 1, OREGON

of all rules and regulations with regards to specific countries with which the exporter does business. Definite information can be received from the Foreign Commerce Department of the Los Angeles Chamber of Commerce and from your local office of the Department of Commerce, if such information is not given by the customer.

The United States Department of Commerce has published separate bulletins on each of the Latin American countries entitled, "Preparing Shipments to ——— Country." These contain all of the specific regulations in English of that foreign country with regard to marking, labeling, documentation, special requirements, etc. Furthermore, handbooks of "Preparing Shipments to the European Countries," the British Empire Countries, etc., have also been issued and probably will be revised and brought up-to-date after the war.

The exporters' bible in foreign regulations on shipments, documents, cable rates, shipping, ports, etc., may be found in the "Exporters' Encyclopaedia," copies of which can be consulted at the Foreign Commerce Department of the Chamber or at the U. S. Department of Commerce office. Many of the active exporting firms have their own copies for quick and ready reference. It is kept up-to-date with a monthly supplementary service.

Case Weights and Numbers

Many countries, notably certain ones of Latin America, require the gross and/or net weight to be shown along with the other necessary marks, and often the weights must be shown in kilos. Others definitely demand that packages be numbered consecutively and penalize, by heavy fine, shipments which do not bear consecutive numbers.

It is always good practice to number packages, even when not absolutely required, and also to number them consecutively with no repetition of numbers.

When two shipments are made to the same destination and consignee within a short period of time so that there is danger of both shipments being on the docks, uncleared, or stored in the warehouse, at the same time, it is advisable to take the precaution to see that the numbers on the two shipments are not the same so as to avoid confusion in clearing or storing the merchandise.

In conclusion, may I say that export and import business can be profitable if handled carefully and all details are taken care of.

When this war, in which we are now engaged, will be won and I hope victory will be ours soon, export and import will be of paramount importance for the economy of our beloved country and to everyone privileged to live under our flag.

* * *

"When a pedestrian and a motorist meet squarely at a cross-roads which has the right of way?"

"Oh, it's generally a toss up for the pedestrian."

* * *

They named her Alma Mater. She's educated a lot of boys.

EVERY PIECE OF EQUIPMENT LISTED BELOW IS ON OUR SHOWROOM FLOORS READY FOR IMMEDIATE DELIVERY!

WE DO NOT FOLLOW THE PRACTICE OF LISTING EQUIPMENT WE DO NOT HAVE JUST TO GET AN OPERATOR INTO OUR SHOWROOMS. EVERY MACHINE LISTED HERE IS IN OUR SHOWROOMS RIGHT NOW—WAITING FOR YOU TO TAKE DELIVERY ON IT. COME IN TODAY!

BRAND NEW

PERISCOPE

A Novel, Thrilling Battle Game! Submarine Illusion! High Score for Marksmanship! Exciting Player Appeal! Bells Ring—Glass Flashes Red on Direct Hit—Full Sound Effects! Multicolor Glass Panel Reproduction of Sub. Interior. Periscope Sights on Moving Nazi and Jap Ship Targets. A POSITIVE SENSATION!

$395

SELECTOR SCOPE

This machine has that something different you want in Fortune Tellers to produce that "difference" you want in receipts. 5 popular questions for men; 5 popular questions for women. Answers in animated flashing lights! Does not vend cards. Smart cabinet design. Available at 1c or 5c play.

$375

NEWLY REFURBISHED

ROCKINGHAM

New One Ball Payout similar in player appeal to "Fairmont." New playboard—colorful, spectacular. New larger backboard and glass. Cabinets newly and beautifully redesigned. Handsomely decorated base. Mechanical parts thoroughly checked and replaced where necessary. You can't miss on ROCKINGHAM.

$575

SPORTSMAN

New playboard—colorful, original, player-inducing! New and larger backboard cabinet and glass. Cabinet completely redesigned in new, smart, attractive colors. New moldings, new legs, new parts where needed. Refurbished to produce a game of real beauty and player appeal. Similar to "Longacre" and "Thoroughbred."

$485

BRAND NEW

SINGING TOWERS

We have just received the last available carload of the NEW SINGING TOWERS. Available in both the Pearl-Lite and Walnut Finish Cabinets. Here is the last new phonograph until the war is ended. They won't last long, so come in today.

$475

PHONOGRAPHS

WURLITZER

'43 Victory Models (500 Keyboard Selectors; 24's and 600 Rotary Selectors).

950
850
800
750E
716
616
412
312
61 Counter Model and Stands

SEEBURG

9800
Regals
8800
Royales
Gems

ROCK-OLA

Commandos (Just like new)
Premiers
'39 DeLuxe
'40 DeLuxe
'39 Standard

MILLS

Empress
Throne of Music

COUNTER BOXES

Wurlitzer #100
Wurlitzer #125
Packard Pla-Mor
Seeburg Select-O-Matic
Buckley
Rock-Ola
Keeney

SLOT MACHINES

Mills Gold Chrome, 5c, 10c, 25c
Mills Blue Fronts, 5c, 10c, 25c
Mills Roman Heads, 5c, 10c, 25c
Mills Cherry Bells, 5c, 10c, 25c
Mills War Eagles, 5c, 10c, 25c
Mills Glitter Gold, Q.T.'s, 5c, 10c (with stands)
Club Consoles, 5c, 10c, 25c (Just like new)
Jennings 4 Star Chiefs, 5c, 10c, 25c

ARCADE EQUIPMENT

Jennings Roll-In-The-Barrel
Seeburg Chicken Sam (Jap Conversion)

CONSOLES

Mills Four Bells, early and late heads
Mills Three Bells
Mills Jumbo Parades, Cash Payout
Mills Jumbo Parades, Combination Payout
Mills Jumbo Parades, Free Play
Keeney Super Bells, 4-ways
Keeney Super Bells, 2-ways (Comb. & Cash P.O.)
Keeney Super Bells, 1-way (Comb. & Cash P.O.)
Bally Club Bells
Buckley Track Odds (Daily Double Jack Pot) (Late brown cabinets, just like new)
Baker's Pacers, Daily Double

ALL TYPES OF LATEST 5-BALL GAMES

Give ✚ TO THE RED CROSS WAR FUND

CALIFORNIA AMUSEMENT COMPANY

JOBBERS AND DISTRIBUTORS

M. S. (Bill) WOLF, Owner

Main 3068
1305 Kettner Boulevard SAN DIEGO 1, CALIFORNIA

PRospect 4131
1348 Venice Boulevard LOS ANGELES 6, CALIFORNIA

Give ✚ TO THE RED CROSS WAR FUND

AGREEMENTS

(Continued from Page 6)

and old-fashioned methods of securing locations.

2. A written, legal, fair, signed agreement for every machine placed will build confidence and prestige for the entire industry.

3. Operators will respect each other's agreements and be able to devote their entire time to developing new locations after the war.

4. Competition will be stabilized on a fair and more equitable profit basis for everyone.

5. Operators will be in a better financial condition and better able to expand operations. Manufacturers and jobbers naturally prefer to deal with responsible individuals who can meet their obligations.

6. A definite arrangement can also be made now as to how present and future taxes will be paid.

7. The use of agreements will tend to develop co-operation among operators and aid in forming new associations as well as strengthen established associations.

Operators, manufacturers and distributors must do their own post-war planning to build a foundation for a sound, progressive future. This industry will continue to prosper only as the operators prosper, for the latter are actually the consumers.

Location agreements represent a time-tested idea which have helped many operators stabilize their business. While agreement forms have been developed and placed on the market, many operators and associations have worked out special forms for their own use. Any well-drawn agreement will serve the purpose. The use of business contracts with locations is something that operators can profitably consider at this time.

If You Want to Buy

5-Ball Pin Games

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 27

Add V-Mail Plug

ALBANY, N. Y.—Henry W. Seiden, chairman of the Temporary Committee of the National Coin Machine Association has announced that the Association has added a plug for V-Mail to the sticker they are currently distributing. The added copy appears alongside the cartoon showing a lone soldier left mail-less while all his buddies have mail. Copy reads: "Only 3c. Always send your V-Mail By Air."

The Adjutant General's Office of the War Department has approved the cartoons and advised Seiden: "The two cartoons which you sent this office have been approved. I think they are very appropriate particularly the one emphasizing the use of V-Mail as this fits in with our national V-Mail campaign which is being carried out at this time."

* * *

Write Your Soldier . . . . V-Mail

Reeder Has Cards

GLENDALE, Calif.—Although the manufacturers may be out of them operators need no longer type off un-attractive award cards for their Mills slots. R. E. Reeder of Coin Machine Service has prepared three beautiful award cards in full colors for use on Mills Blue Fronts, Gray Fronts, War Eagles and Futurities. Available are a Special Gold Award card in a 3-5 pay; a 3-5 Pay Silent and 2-4 Pay Silent.

Awards are printed so as to allow for differences of a coin or two in payouts to compensate for the new money now in circulation which causes many slots to pay off short. Use of the new cards eliminates location owner refunds which are sometimes mighty costly.

Jobbers and distributors from coast-to-coast are stocking the cards and initial announcement on them appears in this issue.

* * *

Write Your Soldier . . . . V-Mail

If Your Copy is Late

Because of the uncertainties of wartime transportation, many periodicals will frequently be late arriving at destination. If your COIN MACHINE REVIEW does not reach you on time, please do not write complaining of delay. The delay is caused by conditions arising after your copy or order has left Los Angeles.

We Have:

FIVE-BALL TABLES

KNOCK-OUT BIG PARADE

GOLD STAR VICTORY

PHONOGRAPHS

A FEW PHONOGRAPHS FOR SALE ON LOCATION IN L.A. COUNTY

ROUTES

TWO MEDIUM SIZE ROUTES OF PHONOGRAPHS IN L.A. COUNTY, ONE NETTING $1800 PER MONTH; ONE NETTING $2100 PER MONTH.

SUPPLIES

LAMPS, COIN WRAPPERS, PARTS AND MISCELLANEOUS SUPPLIES

We Want:

USED EQUIPMENT OF ALL TYPES GET OUR OFFER FIRST

W. H. LEUENHAGEN & CO.

1813 West Pico Blvd., Los Angeles 6, Calif.

EXposition 7162

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

ILLINOIS LOCK COMPANY

737 W. JACKSON BOULEVARD • CHICAGO

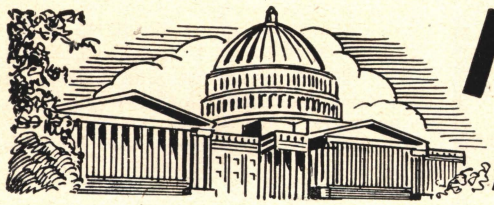
☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

IN WAR TIME

Manufacturers of Aircraft Parts and Parachute Hardware

IN PEACE TIME

Manufacturers of precision Illinois and Duo Locks—distinguished for quality



National News Notes

CLEVELAND—James Burke, Joseph Valenti and Isador Fink have been chosen to serve on the board of directors of the Phonograph Merchants' Association for three months. At the last meeting of the State board it was decided that the annual meeting in April should feature a banquet. Jack Cohen was chosen chairman and has Harry Lief, Peter Tobrik, George DeFrieze and Lee Dixon as committee aides.

TALLAHASSEE, Fla.—Florida's three-cent-a-pack cigarette tax is surpassing the anticipated returns and in seven months the state has collected more than was expected from the tax over a period of one year. Since July 1 of last year, when the tax became effective, a total collection of $3,430,546.00 has been realized. Advocates of the measure claimed before the state legislature that the tax would produce a yearly return of three and a half million dollars.

CLEVELAND—Sam Krause has been elected head of Modern Automatic and is now in full charge of buying and selling activities.

FORT WORTH—The three Arcades in the downtown area continue to enjoy top business with servicemen making up a goodly share of the patronage. Operators are pleased with the continuous heavy play.

LOS ANGELES—The Associated Operators of Los Angeles County are still hopeful of getting some tax relief in Washington and at a recent meeting Arthur Mohr, attorney for the group, stated: "It has been suggested that we bring the matter of the special excise tax on coin-operated machines before the House again in the spring. At our last hearing the committee there had a large number of emergency measures to consider which naturally were given priority over our plea for tax relief. Next time we believe we will be given more time to present our case and be given a more sympathetic ear."

ALBANY, N. Y.—Incorporation papers have been filed with the Secretary of State here for the Coin-O-Matic Machine Service, Inc., of New York City, which intends to deal in coin-operated machines of all kinds. Capital stock consists of 200 shares of no par value. Directors listed and stock subscribers are: Louis Selden, Rose Berk, and Freda Gordon, all of Brooklyn.

DETROIT—Harry Stahl has purchased the estate of his former partner, James McKeown, who was killed several months ago in action overseas, and is now revamping the former Macomb Vending Co. Headquarters have been established in a new building which Stahl purchased at 15700 East Nine Mile Road, East Detroit. Firm has a string of amusement games in operation and intends adding Panorams. Stahl is a well known figure in amusement fields and is superintendent of Eastwood Amusement Park.

HAVERHILL, Mass.—Fisco Sales Co., presided over by Leo Fiske and Bill Conte, are greeting New England operators in their new enlarged headquarters on Main Street in Haverhill where the firm now has an additional 4,000 square feet of space to mark its second expansion within three months. Fiske is planning for the post-war years and claims to have signed for several distributorships with several more in the negotiations stage. Fiske devotes considerable time to handling the New England work on the Globe Printing Co. line of salesboards and Conte supervises the firm's operating and sales activities.

FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED

If Not Satisfied Return Within 10 Days, Money Will Be Refunded

ARCADE

Mutoscope Poker Roll	$ 80.00
Mutoscope Lift-o-Graph	169.00
Mutoscope Sky Fighters	Write
Exhibit Mystic Eye	145.00
Exhibit Smiling Sam	125.00
Exhibit Striking Power	120 00
Exhibit Ic Card Vendors	35.00
Evans Ten Strikes	65.00
Genco Play Balls	190.00
Keeney Submarine	225.00
Keeney Anti-Aircraft	75.00
Bally Bull	95.00
Bally Rapid Fire	225.00
Bally Alley	35.00
Rockola Ten Pins	60 00
Rockola World Series	100.00
Warner Voice Recorder	595 00
Radio Rifle	75.00
Chicken Sam	125 00
Western Baseball	85 00
Mountain Climber	140.00
Mills Try Your Strength	75.00
Mills Grip & Lung Tester	75.00
Texas Leaguer	50.00
Pop Corn Machine	70.00
Gottlieb Skee Ballette	85.00
Voice Recorder	400.00

SLOT MACHINES

MILLS:	
5c Blue Front	$185.00
10c Blue Front	220.00
5c Bonus	Write
25c Blue Front	300.00
5c Roman Head	190 00
10c Roman Head	220.00
25c Roman Head	270.00
5c Front Vendor	95.00
5c War Eagle	150.00
10c War Eagle	200.00
25c War Eagle	275.00
5c Dual	125.00
5c Lion Head	60 00
10c Lion Head	80.00
5c Melon Bells	175.00
Ic Rebuilt Arrow Vendor	45.00
5c Rebuilt Arrow Vendor	$ 50.00
5c Rocko'a Dbl. JP	60 00
10c Rockola Dbl. JP	75.00
5c Original Chrome	Write
25c Original Chrome	Write
5c Diamond Front Vendors	95.00
JENNINGS:	
5c Chief I Star	$125.00
10c Chief I Star	165.00
25c Chief I Star	245 00
10c Chief	Write
25c Club Bell	Write
Ic Little Dukes	25.00
WATLING:	
5c Blue Seal	$ 40.00
10c Blue Seal	65.00
25c Blue Seal	80 00
10c Single Jack Pot	60.00
10c Twin Jack Pot	70.00

CONSOLES

Keeney Dark Horse	$ 90.00
Keeney 2 Way, 5 & 25c	Write
Keeney Tracktime, Red Head	125 00
Mills 4 Bells	Write
Mills Jumbo Parades	175 00
Jennings Silver Moon	150.00
Jennings Liberty Bell	25 00
Jennings Bob Tail	93.00
Evans Galloping Dominoes '38	70.00
Evans Galloping Dominoes. Late Head	275.00
Evans Rollette Jr., Late Head	250 00
Bally High Hand	195.00
Bally Big Top F.P.	125 00
Bally Race Track	75.00
Exhibit Tan Foran	30.00
Exhibit Chuck-a-Lette	30.00
Pace Saratoga	180.00
Pace Races, Brown	180.00

ONE BALL, F. P.

Bally Eureka	$ 30.00
Bally Gold Cup	49.50

ONE BALL PAYOUTS

Bally Preakness	$ 30.00
Bally Santa Anita	285.00
Bally Grand National	85.00
Bally Thistle Downs	80 00
Bally Fair Grounds	35.00
Bally Fleet Woods	30.00
Bally Stables	60 00
Keeney Velvet	32.50
Keeney Pot Shot	90 00
Keeney Winning Ticket	90.00
Western March Grass	70 00
Western Derby King	80.00
Gottlieb Zipper	85.00
Gottlieb Derby Day	25.00
Mills Spinning Reels	125.00

COUNTER GAMES

ABT Target Pistols	$ 25.00
Pikes Peak	25 00
Hitler Target Pistol	25 00
Bally Reliance Dice	35.00
Marvel Daval, F P.	20.00
5c American Eagle	20.00
Peanut Vendors	10.00
Skillrater	30.00
I O U	17.00
Major Sires	17.00
Little Whirlwind	9 00
Pick-a-Pack	12 00
10c Glitter. Like New	130.00
Columbia Fruit Reel	80.00
Columbia Bell Cigarette Reel	80.00
King Six	19.00
Shipman Stamp Machine, New	30.00
Vest Pocket Green	30.00
1, 2, 5c Coin Chutes	
Ray Gun Lamps	
20 Wire Cable Used	

and 500 Other Machines Not Listed.

Crating Charge of $7.00 extra for each machine.

Send 1/3 Deposit for Immediate Delivery WE ARE INTERESTED IN BUYING ALL TYPES OF EQUIPMENT. SEND YOUR LIST

STEWART NOVELTY COMPANY

250 SOUTH STATE Phone 3-5055 SALT LAKE CITY 1, UTAH

PANORAM AND PEEP MACHINE OPERATORS:

SENSATIONAL HOLLYWOOD 1944 RELEASES

SLAVE DANCE	DREAM GIRL	GAY RANCHERO
ORIGINAL BOOGIE	SPANISH RHUMBA	WHAT'S DOIN'

ALL 6 SUBJECTS GENUINE SOUND-ON-FILM
600 FEET OF RED HOT ENTERTAINMENT..... $60.00

SLAVE DANCE, DREAM GIRL, GAY RANCHERO—3 Subjects
300 feet, only.....$30.00

AIR MAIL OR WIRE ORDERS. 1/3 DEPOSIT, BALANCE C.O.D.

STANDARD PICTURES CORP., 6331 Hollywood Blvd., Hollywood 28, Calif.

BOXED CHOCOLATES
In connection with 1000 Hole Sales board.
18 POUNDS OF FRESH HIGH QUALITY CANDY
AND
One Constance Bennett Cosmetic Set—15 pc. Displayed in beautiful Silk lined box. This flashy item is used for the last punch prize and is the HOTTEST premium we have ever used.
Board takes in $50.00—Complete deal costs $22.00
10 Deals or more $21.50—F.O.B. Portland, Ore.
1/3 Deposit with Order — Balance C. O. D.
PACIFIC DISTRIBUTORS 132 Security Building Portland 4, Oregon

DETROIT—The Oriole Record Shop is the name of a new establishment opened by operator Carlo Di Liberto at 3234 Gratiot Avenue on the East side of town.

BALTIMORE—Eventually they go "nuts" and the Neptune Vending Co., operators of NAB Diners and various other vendors in this area, is now adding nut vendors. Neptune moved its operations here from Camden, N. J. a short time back and made sure of its NAB installations before delving into other products. Milton Katz, Neptune head, admitted the nut situation was not too forte but maintained Neptune would use only the very best quality, for the firm has its eye on a quality operation that will expand after "the duration."

LOS ANGELES—Homer E. Capehart, head of Packard Manufacturing Corp., is expected on the Coast April 10th for a confab with Western Representative W. E. Simmons and other important factors connected with Packard's post-war products in the home and coin-operated television field.

DETROIT—H. Pearson of the H. T. Novelty Co. is now concentrating his operations in suburban areas and making his headquarters at 2344 Gladstone Avenue.

HOLLYWOOD—Roy Garrison, Phoenix. Ariz., was a visitor at the offices of Alpha Distributing Co. and told W. E. Simmons he expects to become a distributor at the end of the war. Garrison recently sold his extensive route. Roy and Bill Simmons enjoyed a mess of conversation on plans for the future.

DETROIT—Ed Morey, movie operator, has perfected a new type of plastic frame suitable for use in Photomatic machines and intends to market it as soon as priorities will permit.

PHILADELPHIA—Harry Block of the Block Marble Co., states that he has received word that his son, Myron, was promoted to rank of Captain shortly after the first of the year. Myron is in Iran and before the war was active in his father's business. He is 26 and pop Harry is keeping his desk ready for him upon his return from duty.

DETROIT—New headquarters at 3110 Woodward Avenue are now housing the activities of the Allied Music and Sales Co. New spot offers larger quarters than the firm has had heretofore.

COLORADO SPRINGS, Colo.—H. R. Smith, manager for Modern Music Co., has just developed a new welding outfit for the phonograph operator's shop and is preparing to merchandise it.

SPOKANE, Wash. — United Amusement Co. has recently been formed here to operate marble games and automatic phonographs. Headquarters are at 425 Main Street and Joe Petrogalla states that the organization intends to branch out and amplify their operations in the months ahead.

DETROIT—Henry Lemke is thinking of putting in his application for a card in the plumbers' union. Recently the water pipes in the hotel over his store burst during the night. Water covered his shop floor and froze in the zero weather. Henry came to the rescue and little damage resulted.

Root Licks Shortage

LOS ANGELES—In all of the wild West there is only one Frank Root.

For years Root has operated in Lancaster, Reno and points North, South, East and West—but always in the West.

Recently Root has been making Los Angeles his headquarters and bedded down at the nifty Mayflower Hotel in downtown Los Angeles. For years the Mayflower had been home to Frank when he was in the city and when he decided to land here for a period he naturally chose the hotel. After a month's tenancy he was served with a notice to vacate, for the hotel had established a war-time ruling permitting 30-day tenancy as a limit for any guest.

SO—Frank moved out and before the sun set he bought his own hotel and took over quarters for himself. Name of the new place is to be changed and Frank is toying with "Root's Round-Up" with the slogan to be "Dig the Best—You'll Like the Root."

As to policy Frank confidentially advised a REVIEW reporter that only high classed individuals will be accepted at the Root Round-Up. Blondes (escorted, naturally) will get preference; and accounts 24-hours delinquent will get a visit from the manager.

We intend to make a survey of life and living at Root Round-Up and if we can print our findings they will appear in a future issue.

And then there is the one about the little moron who ran off the street car backwards because he heard the woman next to him say that she was going to grab his seat when he got up.

* * *

Barber: "You say you've been here before? I don't remember your face."

Customer: "Probably not. It's all healed up now."

* * *

Professor: "Young man, how many times have I told you to get to this class on time?"

Student: "I don't know. I thought you were keeping score."

* * *

Drunk (phoning his wife): "Thash you dear? Tell the maid I won't be home tonight."

We Specialize
IN GUARANTEED, REBUILT
SLOTS, CONSOLES and RACES
Satisfaction or Money Refunded
PARTS and SUPPLIES
●
BAKER NOVELTY CO., Inc.
1700 W. Washington Boulevard
CHICAGO 12, ILLINOIS

Attention Manufacturers

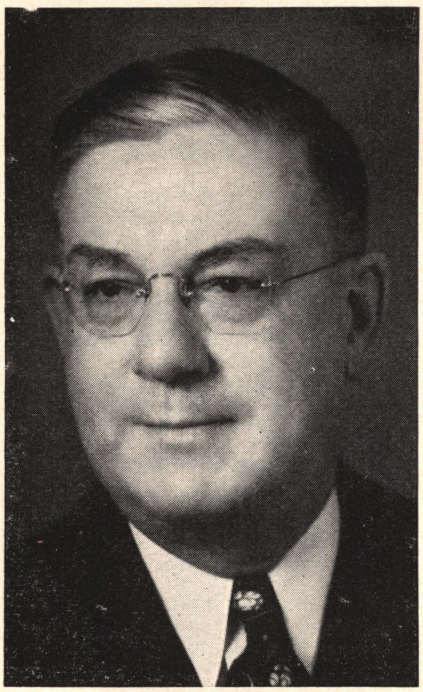
Well known Distributor of merchandise and merchandise vending machine equipment, supplies and accessories, desires lines for exclusive distribution in 11 Western States.

Set up in every way to handle trade requirements for the duration. Financially in a position to handle on extremely reliable basis.

Interested in high grade lines only. All correspondence in strictest confidence. Reply to:

R. A. PARINA & COMPANY
156 9th St. San Francisco 3, Calif.

CIGARETTES



Arch C. Riddell

Columnist Identified

LOS ANGELES—Who is George Cleveland? This question has puzzled many a REVIEW reader in recent months and many inquiries have been made as to the identity of the author of the "Cigarette Communique" column which has appeared in each of the past eight issues.

"Cigarette Communique" found a ready acceptance among REVIEW readers operating cigarette vendors and all have agreed it is the most up-to-the-minute and most informative column on cigarette operating conditions in the trade press today.

Now, the true identity of George Cleveland can be told. He is none other than Arch C. Riddell, head of Harmony Cigarette Service, Pasadena, and rapidly becoming one of the largest operators in the state. Riddell has taken to the cigarette operating business like a duck takes to water and his scientific and intelligent study of conditions, and his comments thereon in "Cigarette Communique," have won a host of friends and admirers who insisted on knowing just who Cleveland was.

THE REVIEW is proud to have Riddell on its contributing staff.

New Cig. Coming

PHILADELPHIA — Stephano Brothers, will shortly announce a new cigarette to be known as Rameses.

Rameses will be a blend of domestic, Turkish and Greek tobaccoes and will be in the same size and price as other popular brands.

A test will be made on the brand before marketing it nationally and it is expected the cigarette will be on the market and widely advertised in a middle west state about the end of March.

Smoke Shortage Sure

NEW YORK—According to the *Wall Street Journal* Americans are gradually smoking themselves out of cigarettes and rationing, or no cigarettes at all, will eventually come.

Survey reported by the *Journal* revealed that cigarette makers dug into their shrinking stocks of aged leaf for between 270,000-000 and 300,000,000 more pounds of tobacco to make last year's cigarettes than they were able to buy. In terms of individual cigarettes this means a deficit of between eighty-six billion and ninety billion cigarettes.

The Journal sees little relief from the 20 per cent increase in tobacco production recently allowed by the government for food crops will get first call on land and labor.

Two possible results are forecast. First, that the blend and quality of cigarettes may change as makers are forced to use greener and greener tobacco, or, second, the makers will limit output to the level permitted by their stocks of properly aged leaf, which means rationing pure and simple.

Cigs. 2c Per Pack

LOS ANGELES — The cheapest cigarettes in the World are obtainable in Mexico City, where the prices range from 2c (American money) per pack to 10c per pack of 20 of the very best grades. American-made cigarettes retail for approximately twice the price in the States, due to import levies. Annual cigarette sales reach a total of fourteen million dollars with one-half that amount paid into the Republic's treasury as taxes.

Acquires Lincoln Continental

LOS ANGELES—That beautiful maroon Lincoln Convertible Continental in front of the Jean J. Minthorne offices on West Pico, doesn't belong to a travelling dignitary. It's the personal property of Dolores Minthorne who received it as a gift from hubby, Jean, the first of March.

Zamlock in L. A.

LOS ANGELES—Carl E. Zamlock, associated with Jack Fugitt in Nevada operations, visited L. A. the first part of March and headquartered at the Biltmore.

CIGARETTE COMMUNIQUE

by

ARCH C. RIDDELL

Mairzy Doats

Sometimes it seems as if the cigarette market situation is about as understandable as the words to *Mairzy Doats.*

Some brands are very painfully scarce, some are limited in supply and some seem to be available in normal quantities. And then to make the picture more complex, Axton-Fisher have just brought out a new brand, All-American, and say it will be backed with rather plentiful advertising. Also Stephano Bros. are reaching out for a share of the vending business by packing their Rameses Blended cigarettes in standard size.

As Major Bowes says — "Round and round it goes and where it stops nobody knows."

Raleigh's Advertising Agency Uses a "Knock-Knock" Theme

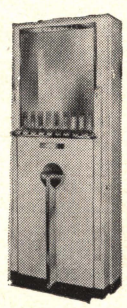
Their punch line "Does your cigarette taste 'different' lately?" imputes that competitive brands have cut quality whereas Raleigh still wears its halo. The principal "taste" in such copy is bad taste—it is a very well established rule of advertising that depreciating competitors does not pay dividends.

Raleigh isn't using merchandise premiums any more, but they seem to have something just about as good in the tele-

(See COMMUNIQUE, Page 38)

IF YOU WANT TO
SELL
Any Type of Coin-Operated Equipment
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 32

CIGARETTE & CANDY MACHINES
Aces High — In Quality and Value — The Very Best in Reconditioned Equipment That Can Be Bought Today!
U-NEED-A-PAK CANDY MACHINES
102 Bar Capacity—Completely Rebuilt and Refinished—Like New $60.00
ALL MAKES AND MODELS OF CIGARETTE MACHINES
Attractive in Appearance—Mechanically Perfect—Ready For Locations
1/3 Deposit; Balance C.O.D.
MIRRORS For All Makes and Models and
COMPLETE STOCK OF U-NEED-A-PAK PARTS AVAILABLE
UNEEDA VENDING SERVICE, 195 Avenue O, Brooklyn 4, N.Y.



On the West

LOS ANGELES—March 15th has come and gone, and checks in varying sizes in the hamper at the Bureau of Internal Revenue prove that it wasn't such a bad year for operators, jobbers and distributors after all. And the way 1944 is gaining momentum it looks like Uncle Sam can expect about the same remembrances from the knights of the coin chute on his next collections.

Jobbers report a brisk business from operators and more boys on the "Row" for equipment, parts and supplies than for some little time. The guest register (sales slips, to you) at the Paul A. Laymon headquarters show operators from all parts of the Southland in for merchandise. Among them were Ken Ferrier, Ventura; G. W. Tubbs, Compton; Jack Beaver, Frank Hardy and Joe Grater, Oxnard; H. Van Stelton, Whittier; Tommy Mason, San Ysidro; Art Dawes, San Diego; M. Gouff, Templeton; Glen McCarter, Calimesa; Jim Hume, Palm Springs; W. H. Shorey and C. C. Collard, San Bernardino; Vern Winchell, San Gabriel; R. E. Tisdale, I. Marley and Milton Lange and W. P. Middleton, Glendale; Mr. and Mrs. L. B. Gerson, Bakersfield; William Sparrow, Bakersfield; John Patrick, Santa Maria; W. Ellis Johnson, Claremont; Homer Gillespie, Long Beach; and C. O. Rigdon, Fontana. How's that for out-of-town patronage for one month?

Joy Bradley, who has operated games around Ontario for Cliff Goodson, Pasadena, for a number of years, passed away the first of the month following a heart attack.

Ben Corenblum is away on a trip back to the home town in Alabama to be on hand for the celebration of his mother's 80th birthday.

Jean Minthorne deserted his offices on the 15th to confab with operators in San Bernardino.

The boys around the W. H. Leuenhagen office have been kidding Carol Leinart on his forthcoming induction. Carol has had his pre-induction physical and is awaiting further invitations.

Mr. and Mrs. Ted Conradi called in at THE REVIEW offices to add a new subscription for them at Stillmeadows Farms, Castle Rock, Washington. The Conradis are enjoying themselves immensely on the ranch they have in mid-Washington and over a hundred pure-bred registered Herefords are their pride and joy. They purchased two adjoining ranches skirting a river a few years back, built themselves a nifty cabin on the river, and are taking pure delight in producing breeding stock sought the country over for the excellence of its strain. Said Ted: "Some of the folks think we live the life of Riley but just let them come up and clean barns, stoke feed and take general care of over a hundred head and they'll come home with a different opinion." The Conradis are continuing their extensive operations in and around Santa Ana and hope to make it down here once or twice a year to check up on conditions, equipment available, replacements and the like.

Ed Mape was down from San Francisco on March 1st to have a looksee in at the local office. While here he met a bunch of the boys he hadn't seen for years. Manager Bert Beutler lined them up and marched them in as only the suave Bert can do.

R. E. Reeder of Coin Machine Service, Glendale, got his "Greetings" from President Roosevelt and was ordered to report for his physical on March 15th. If accepted, Reeder has provided for a continuance of his service during his absence.

Frank Robinson, L. A. music operator, says the Victrola is a tremendous boon to families with infants. "Just think," he quipped, "not only does it play music but it also has an automatic changer."

Bill Simmons tells of a trip from Las Vegas to Los Angeles and upon visiting the dining car read the slogan "It's Polite to Eat and Run" and ordered the $2.00 Dinner to be served in a hurry. "How do you want it, boss?" said the waiter, "on white or rye?"

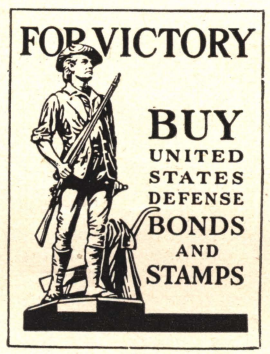
E. G. Lewis, Klamath Falls, Oregon, came South on the first to buy equipment and supplies for his operations. Lewis made the spots in San Francisco and Los Angeles. He is one of the real old timers in the business on the coast and has been associated with coin machines for over 20 years.

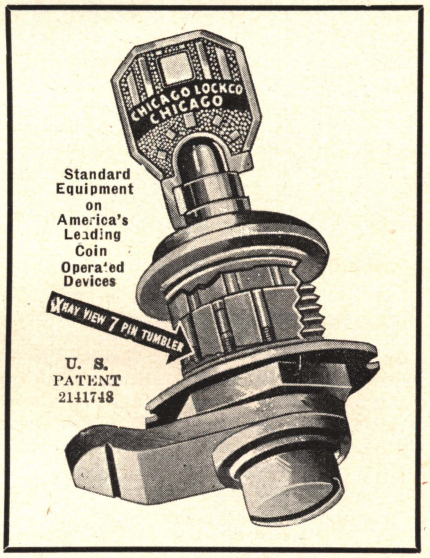
Sammy Ricklin of California Music Co., Los Angeles, has received his "greetings."

A. S. Douglis, of Daval, Inc., Chicago, is

(See IN THE WEST, Page 39)

Both Insure VICTORY




CHICAGO LOCK CO
CHICAGO
Standard Equipment on America's Leading Coin Operated Devices
X-RAY VIEW 7 PIN TUMBLER
U. S. PATENT 2141748

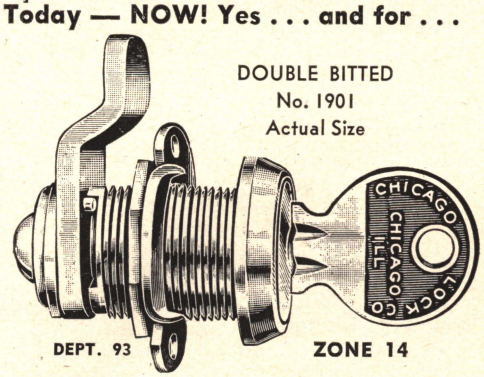
Invest in *Both* NOW!

For real victory against "Japism" and "Nazism" invest in U. S. War Bonds and Stamps — Today — NOW! Yes . . . and for . . .

Real Protection Against Cash Box Sabotage Install the Famous Chicago

"ACE" LOCK

. . . for new replacements or new equipment . . . Ace Locks, Single Bitted Locks, Double Bitted Locks, Padlocks, too . . . Also manufacturers of Cylinder Key Operated Switch Locks for Airplanes and Burglar Alarms . . . and remember — ALL CHICAGO Locks insure "UTMOST SECURITY."



DEPT. 93 ZONE 14

SIMMONS SAYS:

A column of pertinent comment by W. E. Simmons about those in, and of, the automatic music industry.

● In post-war days the operator who makes the greatest success will be that operator who helps his fellow-operator by not chiseling in on his locations. There will be room for all despite the hundreds of new operators certain to enter our field. *Co-operation* and not *competition* will be the life of trade. An operator won't last long on what he has done in the past. He will have to keep on delivering better in the future than in the past. The operator will win over half of his battles when he makes up his mind to take the new world as he finds it, including the thorns.

● You have said it, as thousands of others, that so-and-so will be remembered for his bad service, lack of courtesy, or bad workmanship after the war. Be wise yourself. This is the time to make friends and customers and influence them favorably toward you. They, in turn, will help you attain your future reward. Always remember—customers once driven away have a habit of staying away!

● An operator visiting a distributor's showroom, said: "The ceiling price on this phonograph is $250. Now, give me the floor price and I'll take it."

● Where will you be after the war if you are not making your future customers today? Your present practices and policies will strongly affect you in the after war boom. This thought cannot be driven home too often!

● I know a fellow who always calls his wife "lamb" and now I know exactly why after visiting the two the other night. She says "Bah" to everything he suggests.

● Down in the South end of this town there's a swell spot and a very kind, congenial owner. The owner told me he is going to make a change in his music operator when the war is over. "Why," I asked and his reply was substantially that the operator insists on moving the customers off the stools while he services the remote selectors. I agree that time is precious for operators these days, but a little diplomacy may save that location for after the war.

● Just why it is I do not know, but when an operator is wrong and won't admit it, he always gets angry.

● Taking undue advantage of a sellers' market could become a boomerang when the buyers will be in the saddle again. Coin controlled equipment distributors have the obligation today to prove, by their practices and policies, that they are good distributors for the operators to tie to.

● What will your operating business be like five or ten years from now? What will the coin-controlled industry be like in those far off years? Now is the time to do a little long-time thinking. My opinion is that you haven't seen anything yet. The manufacturers are preparing, and will certainly enjoy, a boom of untold proportions after Hirohito is put away. Are you laying aside reserves for your participation in this golden era?

MUSIC

Cabaret Tax Is Signal Victory For Automatic Phonographs

WASHINGTON—The 30 per cent federal cabaret tax which goes into effect on April 1st is intended as a night club tax rather than a levy on bars, cafes and restaurants as such, and establishments using automatic phonographs are not included in the taxable group unless flesh entertainment is also provided.

This information was released on March 7th when the Bureau of Internal Revenue clarified the tax law as follows:

> **"A cabaret is any establishment which provides entertainment with food and drink served. However, you may still have music with your meals or drink without subjecting the establishment to the tax if the music is strictly mechanical or instrumental and unaccompanied by singing or dancing."**

It was also explained that night clubs cannot absorb this new tax and pass it back to patrons by increasing the price on meals or drinks, or in cutting the quality of the meals or drinks. The tax must be over and above the ceiling prices established for the location.

Coast Pressings Up

LOS ANGELES—Los Angeles and Hollywood are set to take their place in the record producing field when normalcy returns and right now several embryo outfits show promise of becoming important national figures when the war ends.

Hollywood is naturally the talent center of the nation and with the advent of sound in films, name bands have become important factors in movie production. Consequently the music field's biggies are constantly in this vicinity and open for record dates.

There are no less than 12 firms now active in the record field and preparing for days to come. In addition, Eastern wax factories have arrangements whereby discs be pressed on the Coast for sales in this area.

Seeburg Honored

LOS ANGELES—On February 24th J. P. Seeburg, head of the J. P. Seeburg Corp., was honored at a luncheon held at the Jonathan Club and presented with a placque from His Royal Highness, Prince Carl of Sweden, head of the Swedish Red Cross.

Presentation was made by Walter G. Danielson, Vice Consul of Sweden stationed in Los Angeles, in recognition of Seeburg's donations to the Red Cross.

TONEDART TONEDART TONEDART TONEDART TONEDAR
TONEDART TONEDART 1944 TONEDART TONEDAR
TONEDART TONEDART TONEDART TONEDART TONEDAR
TONEDART TONEDART TONEDART TONEDART TONEDAR
TONEDART TONEDART TONEDART

RECTIFIERS REPAIRED!

YOUR OLD RECTIFIERS REBUILT LIKE NEW

Keep your games and Phonographs in A-1 Operating Condition. Send Us Your OLD RECTIFIERS to be rebuilt to give New-Unit Performance and Longevity. We Have Rebuilt Thousands!

All Makes, Types and Sizes Rebuilt For You *at* **$2.50** *Each*

Detach Rectifiers from Transformers before shipping. Transportation to us must be prepaid. All rebuilt units are returned C.O.D., plus transportation.

BATES LABORATORIES

571 HILL AVENUE **GLEN ELLYN, ILLINOIS**

WLB Panel Finds For Waxers In Petrillo Music Dispute

WASHINGTON—A panel of the War Labor Board on March 11th recommended that the full board order the American Federation of Musicians to lift its ban against canned music and return to the conditions which existed on July 31, 1942, when AFM members were recording for Victor, Columbia and dozens of other phonograph record manufacturers.

The panel, after lengthy hearings during which the Musicians and the Waxers presented their respective sides of the controversy, found that James C. Petrillo, union prexy, called a strike when he ordered a ban placed on record production on August 1, 1942. In a two-to-one decision, the panel recommended that the War Labor Board exercise its power to terminate the strike. The labor member of the panel, Max Zaritsky, president of the United Hatter, Cap and Millinery Workers, dissented from the majority opinion.

In presenting its case the Musicians Union asked that the three companies specifically mentioned in the dispute, Columbia, Victor and the National Broadcasting Co., pay a fee to a union employment fund for each record made by members of the union.

The majority members of the panel rejected this demand as "an unusual condition not customarily included in collective bargaining agreements."

Petrillo had also stressed the unemployment angle in the music industry which he claimed was caused by canned music replacing live talent. On this point the panel held that: "Two union members out of three use music as a side line or not at all. The union claims that a member who is not working full time at music is unemployed. The panel rejects the union's definition. Furthermore, the panel finds that unemployment cannot be studied in terms of so undifferentiated a group."

That Petrillo does not expect to take the findings of the War Labor Board as final should it follow the recommendations of its panel, was shown on March 13th when Petrillo declared that 59 companies had accepted the union's terms while the case was being considered and that the union would resist any back-to-work order covering the small group still resisting the union demands.

Petrillo contends that nothing more was involved than the musicians' right to play or not to play. Asserting there was no strike, he said there was not even a labor dispute and that WLB therefore had no jurisdiction.

Next move in the controversy is up to the War Labor Board.

Earl Holland Dead

CHICAGO—Earl Holland, district manager for the J. P. Seeburg Corp., passed away March 1st at the Presbyterian Hospital at the age of 66.

Holland had been connected with the music business most of his life. He entered the field in the early piano days as salesman for a retail piano store, subsequently was with the A. B. Chase Piano Co. at Norwalk, Ohio; and then became part owner in the Melville Clark organization, which later became the Q. R. S. Music Roll Co. Upon leaving that firm he joined Seeburg in 1933 as district manager for the Southeastern states and more recently supervised sales in the Middle West.

Surviving is one daughter, Margaret Jane.

Philly Banquet Big

PHILADELPHIA—More than 300 music operators, their employees and friends, met at the Club Bali on February 20th to enjoy the seventh annual banquet of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey.

Committee responsible for the gathering included Harry Stern, Samuel Snyderman and John Manion and those in attendance proclaimed the banquet and entertainment the most successful in the history of the organization.

Jack Cade, business manager of the association, acted as master of ceremonies and introduced guests and prominents in attendance who were limited to only taking a bow. Only speech of the evening was made by President Raymond Bernhardt who briefly reviewed the work of the association in the year past and its plans for the future.

Door prizes consisting of War Bonds were next presented. Bonds were donated by Rudolph Wurlitzer Co., Packard Manufacturing Corp., Duro Test Corp., Pfanstiehl Chemical Co., Permo, Inc., Decca Distributing Co., Motor Parts Co. (Columbia), Raymond Rosen Co. (Victor), Keystone Novelty and Manufacturing Co., Automatic Equipment Co., Michael Spector, Keystone Vending Co., and Mayflower Distributing Co.

Floor show featured Barbary Coast Boys, Sonny Mars and DeLoyd McKay and music for dancing was provided by Alan Fielding and his orchestra.

Bill Simmons East

LOS ANGELES—W. E. Simmons, Western Representative for Packard Manufacturing Corp., Super-Chiefed out of Los Angeles, March 15th for a three week business trip through the middle west.

Simmons will visit Nashville, New Orleans, Chicago and the Packard plant in Indianapolis before returning to the coast.

* * *

Daughter: "What is alimony, Mother?"

Mother: "It's a married man's cash surrender value, dear."

Order Your Supply of

NEW BENNETT DELUXE NEEDLES TODAY!

Send Us Your Old Needles For Repointing

W. E. SIMMONS

Factory Representative for 11 Western States

1025 N. Highland Ave.

Hollywood 38

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY

416A BROAD ST. **NASHVILLE 3, TENN.**

5 Special Services

FOR WESTERN MUSIC OPERATORS

Join the progressive Music Operators of the West who have taken advantage of the MAPE 5-POINT SERVICE. Our two offices are devoted to keeping your equipment operating at top efficiency for the duration and our 5-POINT SERVICE is designed to do just that. Check over these Special Services:

1. KLEER-FLO WASH and LUBRICATION

The Phonograph Mechanism is completely and scientifically bathed in our new KLEER-FLO Mechanical Cleaner using patented solvents that rid the most intricate parts of trouble-producing dust and dirt. All dirt, grease and gummy deposits are removed and mechanisms made sparkling factory-fresh in appearance and operation. Mechanism is then properly lubricated. Complete job, only..... $7.50

2. MOTOR REPAIR SERVICE

SEEBURG - WURLITZER - ROCK-OLA and MILLS Motors repaired. Cost is very moderate. Bring in your motors when trouble develops.

3. PICK-UP EXCHANGE

Seeburg and Wurlitzer Pick-Ups stocked for exchange. Bring in your old one for repacking.

4. CABINETS REFINISHED

Give your cabinets a 1944 Spring Dress in up-to-the-minute colors. Ask for prices.

5. COMPLETE REPAIR SERVICE

Factory-trained mechanics are here to service your mechanisms, amplifiers and remote control units.

WE STOCK TUBULAR COIN WRAPPERS. SPECIAL PRICES IN QUANTITY LOTS

E. T. MAPE MUSIC COMPANY

1701 West Pico Boulevard
LOS ANGELES 15, CALIF.

284 Turk Street
SAN FRANCISCO 2, CALIF.

COIN MACHINE REVIEW
31
FOR APRIL 1944

WILL BUY FOR CASH!

Rock-Ola 1513, 1514, 1523, 1524 Wall & Bar Boxes
Must be in A-1 Condition

Rock-Ola: Masters, Deluxes, Standards, & Supers
With or Without Adapters

LATE FIVE BALL PIN GAMES

State Quantity, Condition, and Price in first letter.

WRITE TODAY . . .

B. D. LAZAR COMPANY

1635 FIFTH AVENUE (Phone: GRant 7818) PITTSBURGH 19, PA.

"Is Your Conversation Nauseating?"

by FRED GAUNT

of General Music Co., Los Angeles

UNLESS a person is ever on his toes it's mighty easy to pick up words and habits in conversation that irk others and detract from the effectiveness of the message you're endeavoring to get across. Operators who are in contact with the public almost every hour of the working day especially should be watchful of their language and avoid trite phrases that inwardly rub the other fellow in the wrong way.

There is an old codger living down the street from my house, and every time he catches me on a corner I stand there upward of fifteen minutes listening to the same worn-out expressions used by anv bore. He'll talk about politics, rant and rave about the party in power, quote various columnists who coincide with his thoughts and then explain it all over again by prefacing his remarks with "In other words . . . "

Why do people say "In other words?" Maybe it's because they feel they cannot talk sufficiently clear to get their point across on the first telling. Or perchance they feel superior to you and keep talking until they feel they are down to your level. Then, too, maybe the individual just likes to hear himself talk. So much better it would be to say "for example" if a statement must be amplified by re-stating it another way.

Other expressions that operators should guard against are such whiskered words and expressions as:

"I'm tellin' ya . . . "

"As I was saying . . ."

"Believe me, I told him a thing or two . . . "

"I don't care, *see*, or else I would have known, *see*?"

"I went in, *you know*, and told him off plenty, *you know*."

"It's the truth, so help me."

All of these are overworked and should be retired for life. Wilfred J. Funk recently made a list of what he considered the ten most annoying words; annoying because they are overworked. The ten include "*okay, lousy, terrific, contact, definitely, gal, racket, swell, impact,* and *honey*." Skip them—be original. There are hundreds of words equally as effective and refreshing and pleasing to hear.

In dealing with location owners you must take into consideration the education and background these individuals must have to attain the positions they now have. For example, a druggist doesn't merely rent a store and hang out a sign. Before that time comes he goes through plenty of preparation and that preparation includes a complete understanding of the English language and how to properly use it. He's not impressed by gutter slang and alley talk. He would much prefer to talk and do business with someone that can speak his own language.

You've often heard the expression: "She's beautiful until she opens her mouth." The same holds true of operators. Entering a location, nattily attired and properly groomed, he presents himself well. He opens his mouth and out comes: "Hi, slug, how's the old bean t'day?" The die's been cast. No amount of flashy propositions can alter the impression he has already made in the mind of the location owner.

These matters are probably considered small by most operators but you can see just how really important they are. It's always a good policy to be just a little bit better than you are expected to be instead of a shade less than you should be.

It doesn't pay to use words and expressions that wrinkle your location owner's brow. If you are burdened with a group of these anchors get rid of them now. Send your whiskered words to the barber. Don't let your words get shiny in the seat, and baggy at the knees. Keep them well pressed and groomed!

Rebuilds Rectifiers

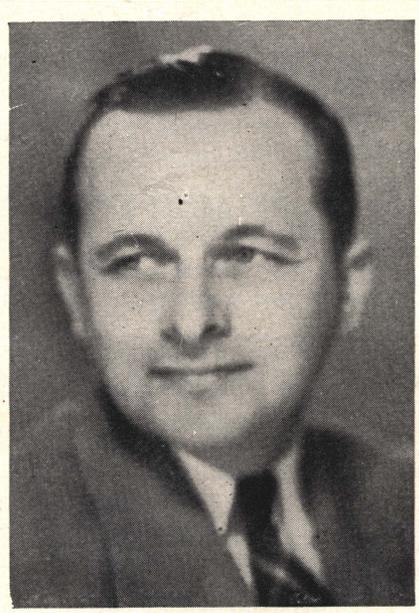
GLEN ELLYN, Ill.—The Bates Laboratories is now rebuilding rectifiers for the coin machine trade.

For the past 12 years Bates has supplied rectifiers to game and machine manufacturers and are experts on electrical equipment. Their method of rebuilding enables operators to make new units out of their old rectifiers.

* * *

There was a young lady named Banker
Who slept while the ship was at anchor.
She woke in dismay
When she heard the mate say,
"Now hoist the topsheet and spanker."

IF YOU WANT TO SELL
Any Type of Coin-Operated Equipment
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 35



Thanks

to the many Operators who have cooperated so splendidly in sending in their Used Needles for

BENNETT PRECISION Repointing & Refinishing

If you have Used Needles don't fail to send them in to me for Repointing Today! They will receive my personal attention while I am at the Bennett factory this month. Send to either address for prompt service.

W. E. SIMMONS

230 East Ohio Street Chicago 11, Illinois **OR** **1025 N. Highland Ave., Hollywood 38, Calif.**

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

BLUEBIRD

4★ 30-0322 Four King Sisters
IT'S LOVE, LOVE, LOVE (V FT)
MAIRZY DOATS (V FT)

3★ 33-0509 Carson Robison
RAMBLIN' COWBOY (HB V)
JUST WAIT AND SEE (HB V)

CAPITOL

3★ 148 Pied Pipers
MAIRZY DOATS (V FT)
A JOURNEY TO A STAR (V FT)

3★ 149 Andy Russell
BESAME MUCHO (V FT)
YOU'RE THE DREAM, I'M THE DREAMER (V FT)

4★ 150 Johnny Mercer
SAN FERNANDO VALLEY
SOMEONE'S IN THE KITCHEN WITH DINAH

COLUMBIA

4★ 36688 Les Brown
A GOOD MAN IS HARD TO FIND (FT VC)
BIZET HAS HIS DAY (FT)

DECCA

4★ 18586 Bing Crosby
SAN FERNANDO VALLEY (V FT)
POINCIANA (V FT)

3★ 23297 Hildegarde
LEAVE US FACE IT (V)
SUDDENLY IT'S SPRING (V)

4★ 18587 Ink Spots-Ella Fitzgerald
COW-COW BOOGIE (V FT)
WHEN MY SUGAR WALKS DOWN THE STREET (FT VC)

4★ 18588 The Merry Macs
MAIRZY DOATS (V)
I GOT TEN BUCKS AND 24-HOURS' LEAVE (V)

4★ 18589 Guy Lombardo
IT'S LOVE, LOVE, LOVE (FT Rhumba-VC)
CAN'T YOU DO A FRIEND A FAVOR (FT VC)

MUSICRAFT

4★ 15017 Phil Brito-Paul Lavalle
BESAME MUCHO (V FT)
COME BACK TO SORRENTO (V FT)

OKEH

3★ 6718 Al Dexter
SO LONG PAL (HB V)
TOO LATE TO WORRY (HB V)

VICTOR

4★ 20-1549 Benny Goodman
STOMPIN' AT THE SAVOY (FT)
DON'T BE THAT WAY (FT)

5★ 20-1550 Tommy Dorsey
SONG OF INDIA (FT)
YES, INDEED! (FT)

5★ 20-1551 Artie Shaw
BEGIN THE BEGUINE (FT)
OH, LADY BE GOOD (FT)

4★ 20-1552 Glenn Miller
TUXEDO JUNCTION (FT)
A STRING OF PEARLS (FT)

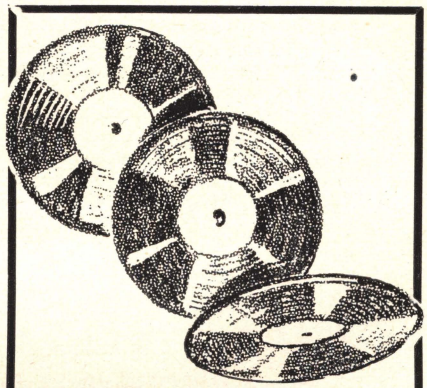
4★ 20-1561 Tommy Dorsey-Artie Shaw
ALL THE THINGS YOU ARE (FT VC)
ALL THE THINGS YOU ARE (FT VC)

3★ 20-1562 Dinah Shore
I COULDN'T SLEEP A WINK LAST NIGHT (V FT)
NOW I KNOW (V FT)

4★ 20-1563 Glenn Miller
HERE WE GO AGAIN (FT)
LONG TIME NO SEE, BABY (FT VC)

Paper Drive Lasts

WASHINGTON — The Paper Salvage Drive which was scheduled to expire on February 15th, will continue indefinitely. Paper must be saved, according to OPA, or Americans will be required to turn in an old newspaper when purchasing a new one just as they are doing in England today.



NEED RECORDS?
WE HAVE 'EM!

NEW RECORDS BY TOP ARTISTS. STOCKS ARE LIMITED. ORDER TODAY!

EXCLUSIVE

#1. MEXICO JOE
WHEN THE SHIPS COME SAILING HOME AGAIN
Ivie Anderson and Ceelle Burke

#2. PLAY ME THE BLUES
NOW OR NEVER
Ivie Anderson and Ceelle Burke

WE ARE SOLE DISTRIBUTORS FOR EXCLUSIVE RECORDS IN THE U.S.

FST
WHEN YOUR LIPS MEET MINE
King Cole Trio

New MUSICRAFT Release:
SURREY WITH THE FRINGE ON TOP
BY THE RIVER OF ROSES
Phil Brito

BESAME MUCHO
COME BACK TO SORRENTO
Phil Brito

WE WILL BUY ALL OF YOUR SOLID SCRAP

JACK GUTSHALL DISTRIBUTING CO.
1870 West Washington Blvd.
Los Angeles 7, Calif.
ROchester 2103

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

HERE IS GOOD NEWS!

THE THICKEST STRONGEST TOUGHEST NON-INFLAMMABLE

PHONOGRAPH REPLACEMENT PLASTICS

NOW AVAILABLE AT REASONABLE PRICES!

ALL PREVIOUS PRICES ARE HEREWITH WITHDRAWN
PRICES SUBJECT TO CHANGE WITHOUT NOTICE

WURLITZER

750 top corners	Ea.	$10.50
750 lower sides	Ea.	10.50
750 top center	Ea.	5.10
850 top corners	Ea.	11.40
850 lower sides	Ea.	10.50
850 top center	Ea.	13.20
950 side plastics	Ea.	12.60
700 top corners	Ea.	9.00
700 lower sides	Ea.	11.40
800 top corners	Ea.	16.20
850 Peacock Glasses (no less than 3 shipped)	3 for	12.00
800 lower sides	Ea.	$16.20
800 top centers	Ea.	9.60
500 & 600 top corners	Ea.	4.80
500 & 600 lower sides	Ea.	5.90

ROCK-OLA

Standard, Masters, Deluxes or Supers: top corners, solid red or green	Ea.	15.30
lower sides	Ea.	15.30

SEEBURG

Hi-tone, Model 9800, 8800, 8200: lower sides,	Ea.	17.40
Sheet Plastics, 50 gauge (thickness of a new penny) 20x50" red only	Ea.	11.40

TERMS: One-third deposit with order, balance C. O. D.
Positively no attention paid to orders without deposits.

SOUTHWESTERN VENDING MACHINE CO.

2833 WEST PICO BLVD. LOS ANGELES 6, CALIF.

ROchester 1421

How About A "Be Kind To Location-Owners" Week?

by JEAN MINTHORNE

SMART business men realize that it pays to be polite even when they have nothing to sell. A disappointed shopper who is handled with tact and consideration will remember the way he was treated and come back some brighter day when the store can supply what he wants.

The same logic holds true with the music operator in his contacts with his location owners. It pays to be polite in answering your locations requests for records and services you cannot supply, for not only do you want to come back once more to the location but you want to keep your equipment there indefinitely or just as long as the spot proves profitable to operate in.

The Pullman Company, which is as hard beset as anybody these days, with more customers than they can take care of, believes that goodwill in today's sales-contacts is the surest route to postwar selling success. And goodwill, they feel, is best achieved by being nice to a fellow even if they can't give him a "lower" or a chair —and they frequently can't.

But there are some business men and

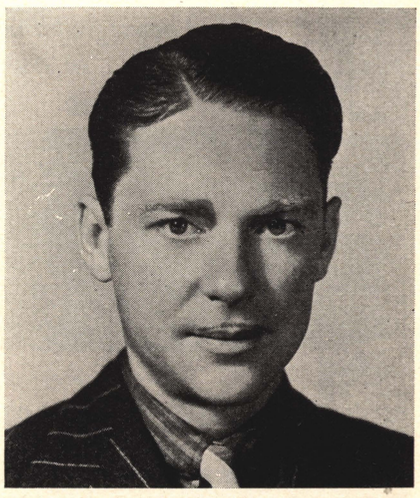
CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.
Phone or write today:

CLARK DISTRIBUTING CO.

In California: Formerly California Simplex Distributing Co.
Exclusive Wurlitzer Distributors for the West Coast.

SAN FRANCISCO	LOS ANGELES	SEATTLE
Don W. Clark	Aubrey V. Stemler, Mgr.	E. L. Horiskey, Manager
415 Brannan Street	1561 W. Washington Blvd.	906 Elliott Ave. West
SUtter 5342	REpublic 4155	GArfield 0930



JEAN J. MINTHORNE
Rock-Ola Distributor for So. Calif. and Nevada

operators—too many, in fact—who, because they're in a seller's market, with more customers than merchandise and machines, forget that another day is coming. With careless indifference and sometimes positive rudeness, they are slowly preparing for the day when they will be bounced out in a state of fury, never to return.

In a recent survey among restaurant patrons it was disclosed that more people complained of discourtesy in service than of any other factor. And as for retail stores, Emily Post in a recent article says that she receives dozens of letters each morning from people who have been outraged and bewildered by the treatment they have received at the hands of short-sighted sales people.

As a matter of fact, most locations are very tolerant when they find they can't get what they want. They recognize that Uncle Sam's needs come first and are ready to make what sacrifices are needed. But they are entitled to have their patience matched on the other side by the operator serving the location. There is no reason for a man to be told in substance to go to the devil just because he has innocently asked for something the operator cannot give him. The more gently he's let down the easier it will be for the operator to retain the friendship and goodwill of the spot. It all seems so obvious when you think about it.

It's merely a matter of getting yourself and your routemen in the proper frame of mind, so that every man and woman shall reflect a spirit of friendliness and follow the line of action dictated by the purest self-interest—the line that leads straight through the door of postwar prosperity and progress.

An organization's spirit of courtesy and helpfulness generally is reflected from higher up so the whole thing starts with you. Are you building business for tomorrow—or asking for trouble? Why not proclaim a "Be Kind To Location-Owners" week in your operations right now? You'll find the results so promising and encouraging that the "week" will stretch through on repeat performances week-after-week from now on. It's worth thinking about.

* * *

"Charge it."

"What name?"

"Zazvorkincki."

"Take it for nothing," the druggist said languidly. "I wouldn't write Zazvorkincki and potassium permanganate for no nickle."

FOR SALE

Ten Piece Unit A. M. I. Wired Music For Sale. Easy Terms.

ROYAL MUSIC COMPANY

823 Central Avenue

CHEYENNE, WYOMING

If You Want to Buy

One Balls, FP & Cash

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 39

"We've Had Our Face Lifted!"

YESSIR! We've really polished up the place and you'd hardly recognize us. We've a brand new display room finished in pastel green, new and commodious offices, new tile flooring, new chrome furniture, new fluorescent lighting, new acoustical ceilings, and a new smile . . . BUT THE SAME OLD FRIENDLY SERVICE AND THE BEST BUYS IN THE WEST ARE HERE SAME AS ALWAYS!

Whatever your equipment requirements might be, we know we can be of help to you. Drop in and let us discuss your needs with you. For example, here—and waiting for you, are:

PACKARD ADAPTORS
Floor Models
500 - 700 - 800

AMPLIFIERS REPAIRED
Tone Arms Repacked, Mechanisms Overhauled. All Makes and Models.

MASTER GEARS FOR ALL MODEL WURLITZERS
Made out of "PHENOLITE." Will Outwear Any Gear Ever Made .....Each **$8.00**

SPECIAL PRICE IN LOTS OF 25 OR MORE

BENNETT NEEDLE REPOINTING

of your old stock USED Needles is the answer to your needle troubles. Send in your old ones now. We also stock the BENNETT NEW STYLE NEEDLES.

SPEAKER CABINET, Built for Corner, SPECIAL.....$14.50

LITE-UP REPLACEMENT CABINETS FOR ALL MODELS and MECHANISMS

THRIFTEE-FIX The All-Purpose Glue for mending wood, plastics and everything. Sample tube, 30c; Economy Pint, $1.75

See Us For All Your Requirements

JACK GUTSHALL DISTRIBUTING CO.

1870 W. Washington Blvd. Los Angeles 7, Calif.

ROchester 2103

REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

MARCH, 1944

On Phonographs—

1. Besame Mucho
2. Shoo-Shoo Baby
3. Mairzy Doats
4. My Heart Tells Me
5. Poinciana
6. San Fernando Valley
7. Speak Low
8. I Couldn't Sleep A Wink Last Night
9. Star Eyes
10. Cherry

On Radio—

1. Besame Mucho
2. A Lovely Way To Spend An Evening
3. By the River of the Roses
4. Holiday for Strings
5. I Couldn't Sleep A Wink Last Night
6. And Suddenly It's Spring
7. It's Love, Love, Love
8. Mairzy Doats
9. Poinciana
10. San Fernando Valley

Best Selling Sheet Music—

1. Besame Mucho (Southern)
2. Shoo-Shoo Baby (Leeds)
3. When They Ask About You (Berlin)
4. My Heart Tells Me (Bregman-Vocco-Conn)
5. Poinciana (Marks)
6. No Love, No Nothin' (Triangle)
7. My Ideal (Paramount)
8. I Couldn't Sleep A Wink Last Night (Harms)
9. Star Eves (Feist)
10. Oh, What a Beautiful Morning (Crawford)

Best Selling Records—

1. Mairzy Doats (Merry Macs) Decca 18568
2. Shoo-Shoo Baby (Andrews Sisters) Decca 18572
3. Besame Mucho (Jimmy Dorsey) Decca 18574
4. Shoo-Shoo Baby (Ella Mae Morse) Capitol 143
5. My Heart Tells Me (Glen Gray) Decca 18567
6. Star Eyes (Jimmy Dorsey) Decca 18571
7. Holiday For Strings (David Rose) Victor 27853
8. Speak Low (Guy Lombardo) Decca 18573
9. No Love, No Nothin' (Ella Mae Morse) Capitol 143
10. I Couldn't Sleep a Wink Last Night (Frank Sinatra) Columbia 38687

On Wired Music—

1. Besame Mucho
2. Shoo Shoo Baby
3. San Fernando Valley
4. Holiday For Strings
5. Poinciana
6. Star Eyes
7. Cherry
8. Speak Low
9. Mairzy Doats
10. My Heart Tells Me

Western Hit Parade—

Songs Most Requested by radio listeners to the only Western Hit Parade on radio.

1. When My Blue Moon Turns To Gold (Wylie Walker and Jean Sullivan)
2. Too Late To Worry, Too Blue To Cry (Al Dexter)
3. They Took The Stars Out Of Heaven (Floyd Tilman)
4. No Letter Today (Ted Daffin)
5. Have I Stayed Away Too Long (Tex Ritter)
6. Home In San Antone (Bob Wills)
7. There's A Gold Star In Her Window (Tex Ritter)
8. Born To Lose (Ted Daffin)
9. There's A Star Spangled Banner Waving Somewhere (Elton Britt)
10. So Long Pal (Al Dexter)

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records, for exclusive publication in THE REVIEW:

1. A Lovely Way To Spend An Evening (Ink Spots) Decca
2. Do Nothing Until You Hear From Me (Duke Ellington) Victor
3. Don't Believe Everything You Dream (Ink Spots) Decca
4. Besame Mucho (Jimmy Dorsey) Decca
5. Do Nothing Until You Hear From Me (Woody Herman) Decca
6. Cow Cow Boogie (Ella Fitzgerald) Decca
7. All For You (King Cole Trio) Capitol
8. Cry Baby (Erskine Hawkins) Bluebird
9. Ration Blues (Louis Jordan) Decca
10. Sweet Slumber (Lucky Millinder) Decca
11. Flash (Harry James) Columbia
12. Poinciana (Benny Carter) Capitol

Lucky Strike Hit Parade—

(March 11)

1. Mairzy Doats
2. Besame Mucho
3. No Love, No Nothin'
4. My Heart Tells Me
5. I Couldn't Sleep a Wink Last Night
6. Shoo-Shoo Baby
7. I Love You
8. When They Ask About You
9. It's Love, Love, Love

Mutoscope Has Music

LONG ISLAND, N. Y.—International Mutoscope Corporation, the home of the famous Photomatic and countless Arcade machines, is now engaged entirely in war work and the Mutoscopers work around the clock to the strains of Bach, Beethoven, Brahms and Liszt over the firm's new music and announcement system.

In announcing the installation of the p. a. system President William Rabkin stated that its principal purpose is making music available to those departments that will benefit from it. Records and radio programs that have been found beneficial by scientists and industrial specialists will be broadcast. It has been found that certain types of music are ideal for workers doing what is described as slow precision work. The selections ideal for this type of work are a detriment rather than a help to workers on a production line. And so the Mutoscope music will be carefully selected and "piped" into various departments where it will do the most good.

The p. a. system consists of six stations —one for every floor and two for the first floor covering the office and M9 Assembly Room.

Disc Quotas Improve

NEW YORK—The Chemical Division of the War Production Board has issued an order permitting the release of more shellac to manufacturers of phonograph records.

The order states that for the first quarter of 1944 the manufacturers shall be permitted to use 100 per cent of the quota they consumed in 1941. For the balance of the year no ruling has been released but it is presumed that an equal amount will be available, or a minimum reduction of 10 per cent be made.

This new release of shellac means that disc makers will be using about 50 per cent more shellac in the first three months of this year than they used in the last three months of 1943.

PR. 8400

is the number to call for expert service on:

PHONOGRAPHS
CONSOLES
ONE and FIVE BALL GAMES
AMPLIFIERS

OPERATORS' SERVICE

(Jimmy Rutter)
1419 West Pico Blvd.
Los Angeles 15, Calif.

THANKS, OPERATORS:

For your acceptance and quantity orders for Co-Ed records. These latest hits are going fast and we are doing our best under current restrictions to fill all orders. In event of a slight delay, on arrival of your order you will make up for the delay in increased take immediately. FILE YOUR ORDERS NOW.

107-N "LIGHT UP"
(by the Ministers of Melody)
backed by
"INDUCTION BLUES"
Piano Boogie Woogie (Newman)

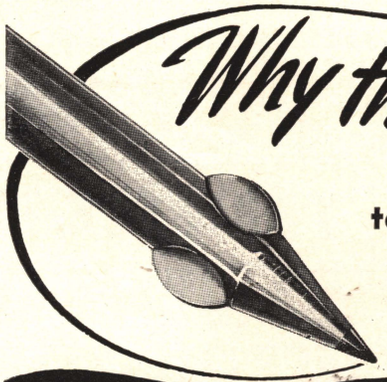
106-L "I FORGIVE YOU"
backed by
"RIDEHORSE — RIDEHARD"
(blues)
by Carl Bostic Orchestra

105-J "FROM HOPEWELL JUNCTION TO WARTIME FUNCTION"
backed by
"MARRIED MAN BLUES"
by the Ministers of Melody

No orders less than assortment of 24 of the above records.

Price 34 Cents on Cash Orders

SORORITY FRATERNITY RECORD CO.
Station I, Box 46 NEW YORK 26, N. Y



Why the big swing—

to MIRACLE POINT NEEDLES

Made of Pre-War Materials

The precious metal tips of MIRACLE POINT are still made of pre-war material. That's why even wartime-produced records give you longer service with Miracle Point Needles. Order from your record jobber . . . only 20c each in 100 lots. Or write direct.

M. A. GERETT CORPORATION
722-724 WEST WINNEBAGO ST. • MILWAUKEE 5, WISCONSIN

Hillbilly Record Artist Elected La. Governor

NATCHEZ, Miss.—Election of James H. "Jimmie" Davis, Shreveport, La., song writer, movie actor and recording artist and his entire ticket in the runoff primary by a large majority February 29th was Big News among operators and others throughout Louisiana and Mississippi. The next Governor of Louisiana, who led the ticket in the first primary, won by over 32,000 votes over his opponent Louis L. Morgan of the Old Regular group backed by Mayor Robert S. Maestri of New Orleans and others of the Old Huey P. Long regime in the neighboring state.

Jimmie, who is well known all over this section wrote "Bed Bug Blues," "You Are My Sunshine" and other songs and his tunes are being played overtime on audiophones now. And from all indications the operators will have to get more Davis tunes for the customers, especially in Louisiana, where many of the Mississippians have locations. Congratulations Jimmie.

D. A. Biglane, operator of Tops Co., has been given his 1-A classification and expects to leave shortly for the armed forces. He is married and has a son, James.

Mrs. Richard S. Sanguinetti and Mrs. Frank Perrault, wives of Seamen Second Class Richard S. Sanguinetti and Frank Perrault, now stationed in the U. S. Navy at Pensacola, Florida, have returned from a visit with their husbands, who expect to be sent to sea duty in the near future.

Dennis Mulvihill, Jr., son of Dennis Mulvihill, Sr., of Service Novelty Co., has been called to the armed service of the nation and recently took his pre-induction physical examination at Camp Shelby, Miss.

Sheriff Noah W. Cross, well known officer of Concordia Parish, La., and close personal friend of many of the Mississippi and Louisiana operators, has been accepted for service in the army and expects to leave shortly to be inducted. He passed his physical examination at Fort Humbug, La., recently and has been classified as 1-A and is subject to call. Sheriff Cross, who is married, and has two children, is 34 years old and is the youngest sheriff in the state of Louisiana.

J. M. Cooke is now operating the White Ripple Co., with headquarters eight miles north of Ferriday, La., on Highway 65. In his advertisements he lists Mrs. Cooke as owner-manager and himself as "Henpecked Worker" and "Yes Man." His advertisements which are cleverly worded are attracting much attention and he states his business is very good.

Staff Sergeant J. W. Sheppard, who has been stationed at the Columbia, S. C. Air Base for some time past, expects to leave soon for overseas duty. He is the son-in-law of Ham B. Nelson of this city, having married the former Miss Myrtle Ruth Nelson.

A. B. Chesser, well known traveling representative of the F. A. B. Distributing Company of New Orleans, La., exclusive Wurlitzer distributor of this section, was a recent visitor to Natchez and the trade area.

George "Shorty" Long, repair man of this city is recovered from his recent illness and is back on the job again, repairing machines at his shop on the Liberty Road, near Natchez.

Mrs. Frank Eidt is visiting her husband, Private Frank Eidt who is now stationed at Fort Butner, North Carolina. En-route to the camp she paid a visit to her home town of Huntsville, Alabama.

Mrs. Rufus Clark, wife of the former operator of Natchez, now Private Rufus Clark in Camp Wheeler, Georgia, has returned from a visit with her husband. Rufus writes local friends that he is getting accustomed to army life and likes it better, but that he misses being at his locations and is looking forward to his return when the war ends.

Lieut. Neil A. McLean, of this city, who has been recuperating from wounds received in battle in Italy and who wears the Purple Heart and other decorations, is home again from the Ashford General Hospital at White Sulphur Springs, West Virginia. After a leave of 30 days, Lieut. McLean, who is credited with landing the first tank in the Sicilian invasion will be assigned to duty at Camp Croft, South Carolina, as an instructor in the armored division. He was a former repair man of this city.

After spending their furlough at home, August J. Stone and John M. Petkovsek

(See MISSISSIPPI, Page 40)

New Equipment Now Available

20 New ROCK-OLA Universal Tone Columns.....each **$75.00**

20 New ROCK-OLA Organ Tone Column Speakers.....each **$45.00**

6 New ROCK-OLA Moderne Tone Column Speakers.....each **$50.00**

10 New ROCK-OLA Tone-O-Lier Speakers.....each **$49.50**

50 Brand New ROCK-OLA Mystic Music Lock-Out Wall Boxes, each **$25.00**

10 Spectravox Tone Columns for Wired Music.....ea. $100.00

10 Red Dot Amplifiers for Late Model Rock-Ola Phonographs

LARGE ASSORTMENT OF WIRED MUSIC PARTS

WE HAVE *Well Established Route of 25 Machines, practically new, in concentrated area within the city of Los Angeles.*

Amplifying Our Service to Rock-Ola Music Operators in This Area We Now Have an Experienced Service Man Available for Outside Calls

EXCLUSIVE ROCK-OLA DISTRIBUTOR FOR SOUTHERN CALIFORNIA AND NEVADA

JEAN J. MINTHORNE

2916-2920 West Pico Blvd. PArkway 1179 Los Angeles 6, Calif.

COMMUNIQUE

(Continued from Page 27)

phone numbers of the luscious ladies who model for their window displays.

They Really Spend the Dough

Here are some interesting figures showing the money spent by the six leading cigarette advertisers last year. These totals do not include amounts spent in newspapers and do include advertising of some products aside from cigarettes. But in the main they cover cigarette advertising in magazines and on the radio. Here they are to the closest hundred thousand dollars:

R. J. Reynolds Tobacco Co. (Camels)	$6,300.00
Liggett & Myers Tobacco Co. (Chesterfields)	5,900.00
American Tobacco Co. (Lucky Strike-Tareyton)	5,700.00
Philip Morris & Co. (Philip Morris)	3,700.00
Brown & Williamson (Raleigh-Kool, etc.)	2,500.00
P. Lorillard Co. (Old Golds)	1,800.00

More Advertising "Dope"

Inasmuch as advertising is what makes the cigarette business wheels go round, information about this feature seems pertinent.

Jack Benny signs up with Pall Malls to broadcast a half hour show starting this fall. Time: same as Jack now uses, i.e., 7 to 7:30 p.m. EWT on NBC. Jack controls this half hour rather than the advertiser. It's one of radio's choicest "spots."

Philip Morris has just started an extensive newspaper campaign in 750 newspapers to run for 10 weeks.

Speaking of Philip Morris, when Johnny ends up by saying "I'll be seeing you on the counters and in the show windows all over America" it would be appropriate for him to say "on the counters and in the show windows and vending machines," don't you think? This column has half a mind to suggest this to P. M.—in fact, we will do it.

Are You Selling Your Empty Cigarette Cases?

There is an excellent market for these and you can pick up a nice "windfall" each month as well as be furthering the war effort. You can sell them to used container dealers but you can get a better price by telephoning around a bit to some local manufacturers and selling direct to them. Also be sure not to burn your empty cartons—they are not saleable, but a waste paper man will take them and eventually they will be used in making more cardboard.

Industrial Cafeterias Repidly Assuming "Location" Importance

More and more plants, large and small, are adopting "in-plant" feeding for their employees. It is estimated that 1944 will bring about a 60 per cent expansion of industrial cafeteria facilities capable of seating almost a million. Do not overlook such locations—they are going to be more and more important in the vendor's set up.

Quote and Unquote

The following is verbatim from a recent report of the Bureau of Agricultural Economics (Dept. of Agriculture):

> "A year ago an official statement was issued by the Beverage and Tobacco Division of the War Production Board that it did not appear that any restrictions on the manufacture or distribution of cigarettes were necessary at that time. . . . Events of the past year seem to have verified this statement. Although consumption is now at the highest level on record, an *absolute* shortage of cigarettes does not appear to be an *immediate* prospect. . . . Cigarettes will continue to be sufficient in volume and quality to meet the demands of United States civilians."

A lot of reports issued by Federal bureaus read just as well from right to left as from left to right. But this one reads like common sense to us. Maybe it's because we hope Ag-Ec is correct, and we do mean hope.

Streamliner

CONVERTED FROM

STARS

★ ★ ★

Streamliner, United's latest conversion, is sweeping the nation. Send in your obsolete STARS today.

WE ARE ALSO REVAMPING

GRAND CANYON
from DOUBLE PLAY

SANTA FE
from WEST WIND

ARIZONA
from SUN BEAM

MIDWAY
from ZOMBIE

BRAZIL
from DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

See Your Distributor Now or Write Direct

United MANUFACTURING COMPANY

6123-25 N. WESTERN AVENUE CHICAGO

Gutshall Dolls Up

LOS ANGELES—The Jack Gutshall Distributing Co. doesn't look the same anymore. Workmen have been busy over the past few weeks and now emerges an establishment replete with soundproof ceilings and partitions, tiled floors, structural glass, fluorescent fixtures, chrome furniture, venetian blinds and an apple green pastel paint job that puts the final "english" on the whole affair. All in all it's been a thorough face-lifting and is in line with Gutshall's plans for the post-war years.

In recent months Gutshall has forged ahead with his record service for operators. With the major record distributors limiting the operators and operating on short stocks continually, the Gutshall service has been a real boon. Today Gutshall has Exclusive, Musicraft and Premier. All 3 labels have the latest hits and Gutshall is doing a terrific business with the musicmen.

* * *

Mazie was in a bar having a beer when a friend from England walked in.

"Aye say, Mazie, are you 'aving one?"

"Nope, it's just the cut of me coat."

* * *

She: "What wonderfully developed arms you have."

He: "Yes, I'm a football player. By the way, were you ever on a track team?"

"Shay, lishen, lady, you're the homeliest woman I ever saw."

"Well, you're the drunkest man I ever saw."

"I know, lady, but I'll get over it in the morning."

* * *

"Waiter, there's a fly in my soup."

"The poor thing must have lost its balance. It was sitting on the rim of the bowl when I brought your soup in."

* * *

Captain: "The man who sneaked out of barracks last night and met a girl in the Knoll will step forward — COMPANY HALT!"

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

IN THE WEST

(Continued from Page 28)

enjoying a merry time in the Southland with Mac Mohr, Harry Kaplan, Hermie Cohen and others vying for opportunities to entertain him. On the 13th Mac Mohr spirited Douglis away to Murietta Hot Springs and the next day Douglis phoned THE REVIEW long distance to tell us what a nice time he was having in one of Sunny California's favorite spas.

Charlie Washburn and A. M. Keene returned in early March from a trip to Mexico City.

Phil Robinson is busy entertaining his brother from Chicago and the middle of the month introduced him to the big shots on Coin Row.

Percy Shields spent the first week of March in the San Joaquin Valley delivering and buying equipment for the E. T. Mape Music Co.

Back to E. G. Lewis again. While in Los Angeles Lewis visited Simmons and discussed the days when he purchased Capehart Orchestropes 'way back in 1928 and 1929.

George Murdock, Yakima, Wash., was in Los Angeles the middle of March and visited local coinmen. George recounted a trip he made to the coast from New Orleans. He ordered the $1.75 dinner in the diner and when the check arrived he asked why it was $2.50. "Well," says the waiter, "you ordered pie for dessert and that's not on the dinner." What war-times!

Matt Pratt, former shop man at Mape Music, who was inducted in January, stopped in for a brief visit in early March on his way to a new Camp in Mississippi. Pratt is in the Army Air Ground Force.

R. H. Causey has purchased the marble table route of Ernie Gregg in Bell.

Jack McClelland of Wilshire Amusement, will pick summer next time for a month's vacation at Arrowhead. With the missus he endured the heavy snow falls that accompanied our recent heavy "dew" and for a week was snowed in way back in the canyon. Jack's new Cadillac was buried under 8 feet of snow. The McClellands finally hoofed it a mile and a half to get "rescued."

Bill Leuenhagen is telling the yarn of a chap in a Texas bar who kept insisting that "the president is a horse's neck." The drunk wouldn't discontinue his slur and became insistent on knowing why he couldn't speak his mind in a free country. "Waaal, podner," spoke up a Texan from the cactus belt, "we-all really don't mind if you call him anything else, by we Texans love our horses!" The boys in the backroom add that the original gag didn't treat with the neck end of the horse. Ah, democracy!

The E. T. Mape Music Co. reports a nice response to their 5-Point Service program from operators following the initial announcement in last month's issue. "We enjoyed a mighty fine business," said Bert Beutler, "and the boys were really pleased with the services offered." The Preshers from San Diego, Ollie Trevillian from Santa Barbara, and Stanley Tracy of Kingman, Arizona, were in at Mape's the day we called, to pick up equipment.

This wouldn't be a complete colyum without Bud Parr's favorite joke of the month. Here it is: A drunk watched a GI enter a revolving door. As the door swung around, a pretty WAC stepped out. "Darned good trick," he muttered, "but I don't see how that guy changed his clothes so fast."

Paul Laymon took it easy on Sunday, March 12, by planting 110 rose bushes along the walks at his home. What he did the balance of the day is not revealed but we surmise it had to do with a heavy dose of reclining.

Max Thiede of California Amusement is getting into fine form now as a teller of worthwhile jokes and this month is sharing the following with the boys calling at California: A newlywed doctor took his wife walking when a pretty girl smiled and spoke to him. The wife, sensing an earlier love affair asked him who the lady was. "Oh, just a girl I met professionally." "No doubt," meowed the wife, "but whose profession—yours or hers?"

Jerry Inglis who has been operating in Boise, Idaho, recently after an 8 year stint with Paul A. Laymon, has received his "greetings."

The Jack Gutshall Distributing Co. is past few weeks and now emerges an establishment has undergone a complete facelifting and new paint, new soundproof partitions, new light fixtures, new flooring and new Chrome furniture have worked a marvelous transformation. Jack is doing a nifty job distributing Exclusive records and currently has some top tunes that are getting a terrific play from the music boys.

Mr. and Mrs. George Townsend, Philadelphia, were dinner guests of the Laymons on the 12th. Mrs. Townsend attended Purdue with Mrs. Laymon. Hubby George is head of the personnel department of the Bureau of Immigration and his chores take him the length and breadth of the nation.

Ernest Bryant, Glendale; Danny Jackson, Pismo Beach; and Trojan Operating, Inglewood, were spotted by this reporter buying equipment at W. H. Leuenhagen.

Ernie Stanton of General Vendors, is now a civilian employee of the army.

Richard LaMarre has not only received his "greetings" but he has a definite date with the army in three weeks. Dick will bid goodbye to his refinishing job at Laymon's and leave the wife and five kiddies at home when he dons his uniform.

Next, on the humor side, is Aubrey Stemler of Clark Distributing, who enters the Humor Sweepstakes with this entry: A Hollywood casting director, whose task it was to pass on the figures of chorines, complained of the awful headache it gave him. He got no sympathy from his envious friend. "Listen, if I had your job, I don't think it would give me a headache." "Yeah," said the director bitterly, "but suppose it did. What would you do?" "Why," said the pal, "I'd just take an aspirant and go to bed." That's about as far as we go, lads, but send in your entries. A plush-lined moustache cup will be sold at a cut rate to the winner for the year.

L. Lewin, English jobber, now in the Southland and recently discharged from the U. S. Army, has been connected with California Music until recently when his doctor ordered a rest. Lewin is now back in the saddle and looking for a connection.

James Flannagan, serviceman at Paul Laymon's, is about ready to pitch a tent. His landlady recently served notice on him that she wanted her domicile back. Jimmy looked the town over and couldn't find shelter and so said landlady took Jimmy to court to prove she really wanted the old homestead back for her very own. So the Flannagans are on the march—to where—nobody knows!

Aaron G'Brau

J. B. Gesas, representing Sloan and Gesas, Honolulu, is shown "putting it on the line" for a large order of equipment at California Amusement Co. for shipment to the Islands. C. W. Garton, manager of the Los Angeles office, beams his approval.

Gesas Buying Big

LOS ANGELES—J. B. Gesas, of Sloan and Gesas, Honolulu, has been purchasing huge quantities of coin-controlled equipment of all types during the past two months from California Amusement Co. for transmission to Arcades and route operators in the Hawaiian Islands.

The firm of Sloan and Gesas represent a number of operators in the Islands and J. B. Gesas headquarters in Los Angeles to take care of their equipment requirements.

M. S. Wolf, head of California Amusement, returned March 13th from a 17-day buying trip that took him through the Southern States and on up to Chicago. Bill purchased a tremendous quantity of equipment on the trip and shipments are now filtering into the local office.

Max Thiede, Salesmanager, is back at the local office from a successful sales trip up through the San Joaquin valley to Sacramento and back down the coast towns.

Slots Stolen

LONG BEACH, Calif. — The storage warehouse of Long Beach Cigarette Service on Gaviota Avenue in Long Beach was entered during the night of March 9th and 3 slot machines taken. Machines bore company serial numbers of 52, 53 and 54 metal stamped at the top of the machines alongside the regular serials. Machines were a 5c Pace All Star Comet, 10c Mills Brown Front and 25c Pace All Star Comet. All machines were newly refinished.

Ken Brown of the firm asks any operators running across these machines to hold them, and the individual if possible, and wire him collect for the thief is believed to have been the same one who entered the warehouse previously and got away with a thousand dollars worth of parts and equipment.

If You Want to Buy Arcade Equipment

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 42

MISSISSIPPI

(Continued from Page 37)

have returned to their naval station at the Great Lakes Naval Training Station in Great Lakes, Illinois, awaiting assignments.

Ham. B. Nelson of the F and N Amusement Co., has returned from a business trip to New Orleans, where he purchased records and equipment. He was accompanied by H. B. Huff and Dennis Morgan of his repair department.

It is still hard to get repair and service men in these parts, but with the return of some of the discharged veterans with medicals, some of the positions are being filled.

Val Jensen, formerly of this city, now in the U. S. Army and stationed at Fort Benning, Georgia, was recently promoted to the rank of sergeant. He is in the public relations office at the USO in Columbus, Ga.

The new sheriff of Adams County, Natchez, Sheriff Audley B. Connor, who was city clerk of Natchez previous to his election of sheriff and tax collector of Adams County, is proving to be a real friend to machine operators of Adams County as he was when he was sheriff of the county several years ago. All operators are glad to see him back in office.

Construction of a new airport in Natchez and the awarding of a contract for a new two-story addition to the plant of the Armstrong Tire and Rubber Co., at a cost of approximately $350,000.00 coupled with the present oil and gas drilling operations and developments in this area are serving to help the coin machine business in this locality. All of the workers on these projects are good machine players and their addition is a boom to operators of the Mississippi-Louisiana territory.

All in all, business is very good and getting better in these parts.

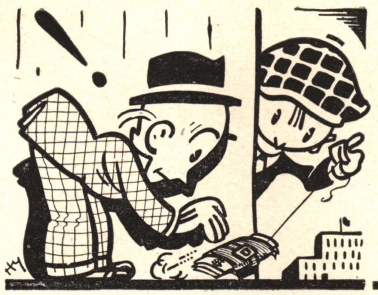
Harold M. Case

I. F. WEBB

Webb Opens Office

CHICAGO—I. F. Webb has opened offices at 612 North Michigan Ave., Chicago, and will conduct his activities under the firm name of Webb Distributing Co. First product to be announced by Webb is the Aeropoint needle and additional quality items will be announced shortly.

Webb, for the past nine years, has been a sales executive for one of the nation's largest manufacturers of coin-operated phonographs.



Just for Fun

Bootblack: "Shine?"
Frosh: "Naw."
Bootblack: "Shine 'em so you can see your face in 'em."
Frosh: "Nope."
Bootblack: "Coward!"

* * *

Girls who offer no resistance
Lead an awfully nice existence.

Review Caption Contest

"Pass the corn!"

(Each month THE REVIEW will pay $2.00 for the caption selected to appear beneath this drawing. As many captions may be submitted as desired and no box-tops are necessary. In case of duplications THE REVIEW shall be the sole judge of which caption arrived in our offices first and who is to be paid for the caption. Send in a few captions today and join the fun.)

Twinkle, twinkle little star, I went to ride in my boy friend's car. What he did I'm not admittin'. But what I'm knittin' ain't for Britain.

* * *

Riddle: What is it that a man does standing up, a women does sitting down, and a dog does on three legs?
Answer: Shake hands.

* * *

They went for a ride and all she did was shake her head. After 63 miles she told him her nose was caught in the windshield wiper.

* * *

Mrs. Jones: "Does your husband talk in his sleep?"
Mrs. Smith: "No. And it's awfully exasperating—he just lies there and grins."

* * *

Stenographer: "Is water works all one word, or do you spell it with a hydrant in the middle?"

* * *

There are only two kinds of women . . . those who can get any fellow they like and those who can like any fellow they get.

* * *

Delt: "Won't you join me in a cup of coffee?"
Deegee: "You get in first."

* * *

"How do you find yourself these cold mornings?"
"Oh, I throw back the covers and there I am."

* * *

Flirting is paying attention—without intention.

* * *

Ocean voyager to sick passenger: "What's the matter, friend, gotta weak stomach?"
S.P.: "Weak nothin'. I'm throwing it as far as anyone."

INDEX TO ADVERTISERS

April, 1944

This Index is an editorial feature and is not part of the advertiser's contract. This publication assumes no responsibility for errors or omissions.

A. B. T. Mfg. Corp. 14
Automatic Sales Co. 14
Badger Sales Co. 17
Baker Novelty Co. 26
Bally Mfg. Co. 5
Baltimore Salesbook Co. 20
Bates Laboratories 30
Block Marble Co. 4
Buckley Trading Post ..... Cover II
Burtt, W. R. 15
California Amusement Co. 22, 23
Chicago Lock Co. 28
Chicago Novelty Co., Inc. 6
Clark Distributing Co. ..... 34, Cover III
Coin Machine Service 12, 42
DeLuxe Sales Co. 14
Economy Supply Co. 19
General Music Co. ..... Cover IV
Gerett, M. A., Corp. 36
Gottlieb, D., & Co. 7
Gutshall, Jack, Dist. Co. 33, 35
Hermitage Music Co. 30
Holdsworth Print Shop 10
Ideal Novelty Co. 8
Illinois Lock Co. 24
Independent Lock Co. 8
International Mutoscope Corp. 7, 9
Jennings, O. D., & Co. 16
Laymon, Paul A. 3, 6, 12, 14, 16 18, 20, 21, 24, 27, 32, 35, 39, 42
Lazar, B. D., Co. 11, 32
Leuenhagen, W. H. & Co. 24
Lorden, Les 9
Mape, E. T. Music Co. 31
Mills Industries, Inc. 6
Minthorne, Jean J. 37
Monarch Coin Machine Co. 13
Moore, Jack R., Co. 21
Nickle Nudger Co. 19
Operators' Service 36
Pacific Distributors 25
Parina, R. A., & Co. 26
Permo, Inc. 33
Royal Music Co. 35
Runyon Sales Co. 20
Rutter, Jimmy 36
Simmons, W. E. 30, 32
Sorority-Fraternity Record Co. 36
Southwestern Vending Machine Co. 34
Standard Pictures Corp. 25
Stewart Novelty Co. 25
Supreme Enterprises 18
Tonedart Co. 29
Torr, Roy F. 10
Twin Ports Sales Co. 10
Uneeda Vending Service 27
United Mfg. Co. 38
United States Treasury 41
Victory Games 16
Zeigler Insurance Agency, Inc. 8

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Congratulations

ON A FINE JOB, WELL DONE!

THE Treasury "Star" Flag—the bond-buying counterpart of the Army-Navy "E"—marks plants with at least 90% of personnel participating in the Payroll Savings Plan to at least 10% of gross payroll, *and also having reached, or topped, a War Loan Drive quota!*

The successful close of the 4th War Loan Drive finds many more "Star" Flags than ever before flying over the industrial plants of America. To all these, go the heartiest thanks of the nation, and the deep appreciation of the Treasury Department for a great job! And to those who may not quite have qualified for the "Star," go equally sincere thanks—and the confidence that soon they, too, will join the ranks of the "Star" fliers.

One thought that many concerns have found helpful in stepping up the intake from their Payroll Savings Plans is this. In many cases the Treasury Representative in a plant has been able to point out the fact that during *Loan Drive periods* the employees have found it possible to spare much more than they had counted on when setting up their original subscription, and that—*when properly approached*—a very substantial fraction of such employees will decide they can well afford a distinct increase in their current Payroll Savings Plan.

Talk this over with your Treasury Representative—it offers important possibilities when correctly handled. And again accept the Treasury Department's congratulations for your fine work in helping to put over the 4th War Loan.

The Treasury Department acknowledges with appreciation the publication of this message

LET'S ALL KEEP BACKING THE ATTACK WITH WAR BONDS

Bargain Mart

5c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING

We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 212 East Palmer Avenue, Glendale 5, Calif. Phone: CItrus 1-1093. (TF-C)

FOR SALE

Packard adapter for Mills Phonograph and seventy-five feet 30-wire cable, price $65.00 includes adapter and wire. Cannot supply wire alone. WESTERN DISTRIBUTORS (factory representatives for Nickel Nudgers) 1226 S. W. 16th Avenue, Portland 5, Oregon. (MAM-P)

WANTED

One Portable 5c Counting Machine. MACKS MUSIC, Grand Island, Nebr. (MAM-P)

BARGAINS

In all kinds and types of 5c Selective Candy Bar Vending Machines, $19.50 up; also many 1c vendors and LoBoy 1c all porcelain weighing scales. Write today! ADAAR COMPANY, 733 South Euclid Avenue, Oak Park Ill. (JFMA-P)

FOR SALE

16 electric, brand new Popmatic, 5c, pop corn machines—the most perfect machine; Arcade and Pin Game Equipment in perfect condition. Will sell low, or trade, for Rock-Ola Monarch, Standard or De Luxe music machines. Write DIXIE VENDING MACHINE CO., Anniston, Alabama. (FMA-P)

WANTED

Phonograph Records. Highest price paid for used Race, Blues and Swing records. BILL MORRISON, 6723 Avenue V, Houston 11, Texas. (FMA-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

WANTED

One used portable 5c Counting machine. L. S. COPELAND, 1303 Carondelet St., New Orleans, La. (FMA-P)

CIGARETTE AND CANDY

Vending Machines — All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

JUMBO PARADE

Fruit Reels, C. P., $119.50; 15 Square Bell Cabinets, electrically equipped, $225. Crating, $2.25 each. COLEMAN NOVELTY, Rockford, Ill. (AMJ-P)

WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 1417½ West Pico Blvd., Los Angeles 15, Calif. (TF)

PHONOGRAPH RECORDS WANTED

Devie says there are nine grades of used records. In the Los Angeles-Southern California area Devie is stubbornly paying fourteen cents each for used records of the fourth grade up, despite indications of lower prices to come. Devie will come to you quickly. Write, telephone DEVIE'S RECORD STORES, 1624 East Huntington Drive, Monrovia, California. (TF-C)

WANT

1,000 set Mills late style stop levers; 5c Vest Pockets; Wurlitzer 616A's. We repair clocks. COLEMAN NOVELTY, Rockford, Ill. (AMJ-P)

WANTED

Latest Model Phonographs. Please quote your prices and write CASINO NOVELTY COMPANY, P. O. Box 4152, Tampa, Fla. (MAM-P)

200 PEANUT MACHINES

Northwestern 33 and Columbus Model M; porcelain, vice grip locks, like new, $4.00 each. FLETCHER NOVELTY CO., Chariton, Iowa. (MAM-P)

FOR SALE

Four Streamlined Automatic Duck Pin Bowling Alleys for $1100.00 or two Alleys for $600.00. PETERSON, 525 16th Avenue, Rockford, Ill. (MAM-P)

WANTED: MILLS SCALES

Old big head, white porcelain models. Cash for one or quantity. Write now. BABE LEVY, 2830-10th Court South, Birmingham 5, Ala. (AMJ-P)

25 BUCKLEY BOXES

Illuminated, recently refinished, cash or trade for Phonographs, Skee Balls or Ray-O-Lite Guns. J. E. Smith, 116 South Harvey, Oklahoma City, Oklahoma. (A-P)

NEEDLES

Don't discard your coin machine needles. Try Lion Tested "Nupoints." 6 "Lion" Pfanstiehls $1.00 with 6 used Pfanstiehls. Other makes, same price with 6 used needles. Send One Dollar and needles to LION MUSIC SERVICE, 263 Aldine St., Newark 8, N. J. (A-C)

FOR SALE

26 10c Wall Boxes, 8 5c Non-selective, $3.00. Lot 34, $50.00. Want Mills 50c Jack Pot Attachment. COLEMAN NOVELTY, Rockford, Ill. (AMJ-P)

75 GOTTLIEB SINGLE GRIPS

Excellent appearance and mechanical condition. Absolutely ready for location, $12.50 each. BABE LEVY, 2830-10th Court South, Birmingham 5, Ala. (AMJ-P)

If You Want to Buy

ANYTHING

in Coin-Operated Equipment

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

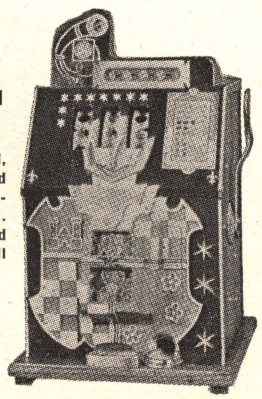
1503 West Pico Los Angeles 15

SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

Coin Machine Service

1070 Thompson St.
Glendale 1, Calif.
Tele. CItrus 3-3721



HERE IS YOUR HANDY "AD ORDER" BLANK

COIN MACHINE REVIEW,
1115 Venice Blvd.
Los Angeles 15, Calif.

SEND CASH WITH ORDER { **5c a Word** / **3 Insertions at Price of 2** }

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of $.....

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY.....

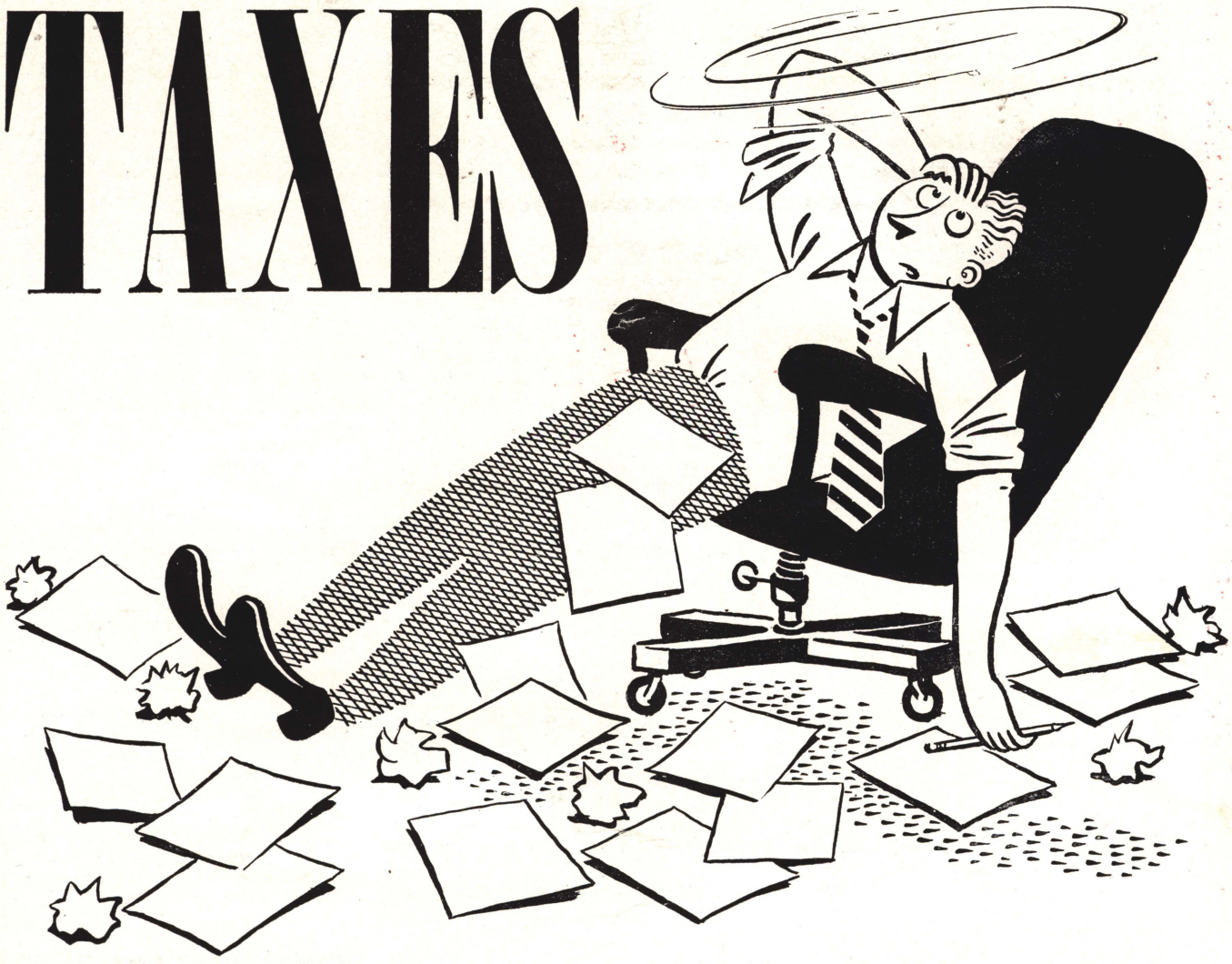
.....

.....

Name and address should be included in the word count.
Copy must reach Los Angeles office by tenth of each month.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

TAXES



Can we help you with them?

Maybe we're sticking our necks 'way out but we can help you with your tax problems. That's part of Clark Distributing Service.

Other parts involve financing, manpower problems, parts shortages, bookkeeping methods — and — of course, everything under the sun pertaining to Wurlitzer Phonographs — Wurlitzer Parts and Wurlitzer Service.

Whether it's taxes, locations, equipment or service, come in and see us if you have a problem. We'll do our level best to solve it for you.

CLARK DISTRIBUTING COMPANY

Formerly known in California as the California Simplex Distributing Company

Exclusive WURLITZER *Distributors*

FOR THE PACIFIC COAST

SAN FRANCISCO
415 Brannan St.
SUtter 5342

LOS ANGELES
1561 W. Washington Blvd.
REpublic 4155

SEATTLE
906 Elliot Ave. West
GArfield 0930

NEED PUNCH BOARDS?

We Carry the Complete Line of

SUPERIOR PUNCH BOARDS

In Both Offices

•

WE CAN TAKE CARE OF YOUR REQUIREMENTS IMMEDIATELY

FINANCING

COMPLETE FINANCING SERVICE. DO YOU WANT TO BUY OUT YOUR COMPETITOR? WE WILL FINANCE YOU.

SLOTS: Mills, Pace, Jennings and Watling

A Few

NEW BUCKLEY BOXES

IN STOCK

CABLE FOR INSTALLATIONS

CASH WAITING FOR ALL TYPES OF EQUIPMENT ON OR OFF LOCATION. HIGHEST PRICES PAID.

GENERAL MUSIC COMPANY

DISTRIBUTORS

Fred Gaunt, *Manager*
2277 West Pico Boulevard
Los Angeles 6

WILLIAM PARR
Owner

Ernie Brennan, *Manager*
1157 Post Street
San Francisco 9